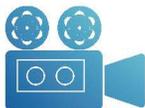
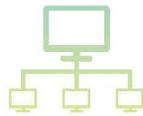




2021

# Annual Report

Korea Communications Commission



Korea Communications  
Commission



This annual report summarizes the main activities and achievements of the Korea Communications Commission during the year 2021, pursuant to Article 16 of the 「Act on the Establishment and Operation of the Korea Communications Commission」.

# Preface



The year 2021 experienced more non-face-to-face activities due to Covid-19 and accelerated digital conversions in all industries. During the year the proportion of the broadcasting, communications and media sector grew and the pace of change was faster.

With responding to the diversified broadcasting and communications environment, the Korea Communications Commission has made efforts in restoring the public value and the trust of media and also revitalizing the broadcasting, communications and media sector.

First, we strove to reinforce broadcasting's publicness and public responsibilities. We established a public broadcasting convention that stipulates the public responsibilities of public service broadcasters. We licensed 20 new community radios to obtain diversity in regional opinions and to provide fast and credible information, and established a COVID-19 disaster broadcasting response group and disaster broadcasting control room.

We strengthened our response to disinformation and digital illegal contents. We established a reporting system and deleted and blocked disinformation. Technical and managerial measures to prevent the distribution of digital contents on sex crimes became mandatory. Also, we reinforced the function to prevent the distribution of illegal information online and protecting children and adolescents by expanding the adolescent protection officer system and cyber safe zone.



Pursuant to the convergence of broadcasting and communications industry and changing media industry environment, a policy plan for the legislation of the audiovisual media service was prepared to propose a direction of innovation for the legal system, and secured a growth engine for the broadcasting market by solving asymmetrical regulations, such as permitting commercial breaks for terrestrial broadcasting. Also, we strived to create an environment for a fair and healthy competition by amending the guideline for the false and exaggerated advertisements of broadcasting and communications combined sales and implementing a law prohibiting forced in-app purchases.

The Commission strengthened the access to the dispute resolution by starting a telecommunications dispute resolution support system service and published a casebook on the telecommunications dispute resolution. We strived to solve media welfare disparities by preparing a comprehensive plan for the vulnerable class to embrace media and developing a specialized function for visually and hearing impaired people and subtitle and sign language broadcast automatic conversion technology.

Under the goal of 'Happy Media World with the People,' we sought after any inconveniences in people's lives to solve, and we included our efforts and success in striving to correct any unfair and discriminating systems and the customs of the broadcasting, communications and media industry during the past 1 year into this Annual Report.

The Korea Communications Commission pledges to create a communications and media environment where everyone can enjoy the benefits of communications and media by keeping the values of 'trust,' 'growth' and 'engagement.'

Thank you.

March 2022

**Han Sang-hyuk**

Chairman of the Korea Communications Commission





Korea Communications Commission  
Annual Report

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# 2021

Broadcasting and  
Communications Policy  
Accomplishments  
Presented in Graph

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Broadcasting and Communications Policy  
Accomplishments Presented in Graphs



# The broadcasting and communications industry is making continuous contributions to the growth of the national economy.

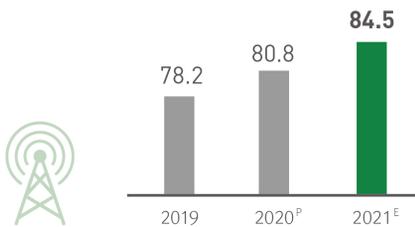
# 2021

The sales of the domestic broadcasting, communications, and information services recorded KRW 20.3 trillion, 37.4 trillion, and 26.8 trillion, respectively.

As such, broadcasting services have continuously grown contributing to the national economic growth.

## Sales of the Broadcasting and Communications Service Market

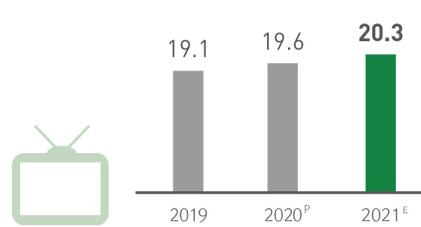
(Unit: KRW trillion)



Note) P : Preliminary, E : Estimate, Ministry of Science and ICT(2022)

## Sales of the Broadcasting Service Market

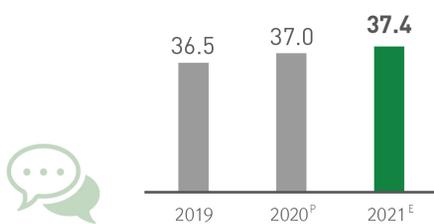
(Unit: KRW trillion)



Note) P : Preliminary, E : Estimate, Ministry of Science and ICT(2022)

## Sales of the Communications Service Market

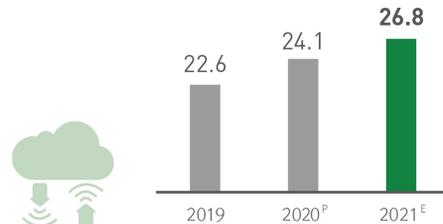
(Unit: KRW trillion)



Note) P : Preliminary, E : Estimate, Ministry of Science and ICT(2022)

## Sales of the Information Service Market

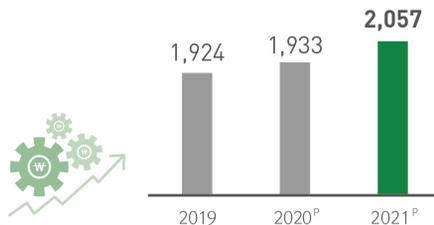
(Unit: KRW trillion)



Note) P : Preliminary, E : Estimate, Ministry of Science and ICT(2022)

## Gross Domestic Product (GDP)

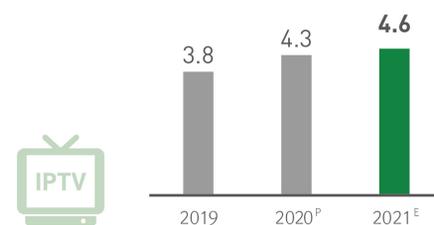
(Unit: KRW trillion)



Note) P : Preliminary, Bank of Korea(2022)

## Sales of Domestic IPTV

(Unit: KRW trillion)

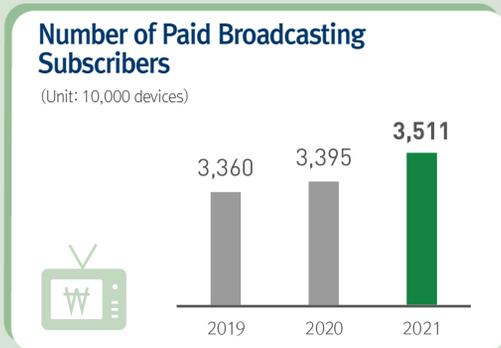


Note) P : Preliminary, E : Estimate, Ministry of Science and ICT(2022)

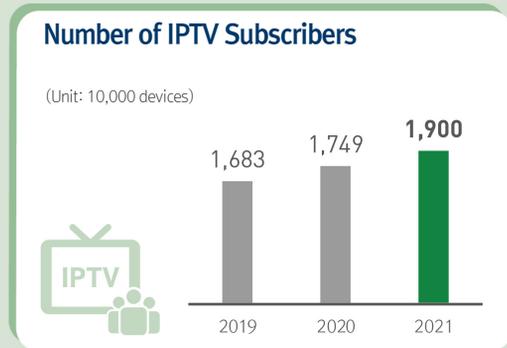
# The expansion of broadcasting and communications services have laid the foundations for raising industry vitality.

# 2021

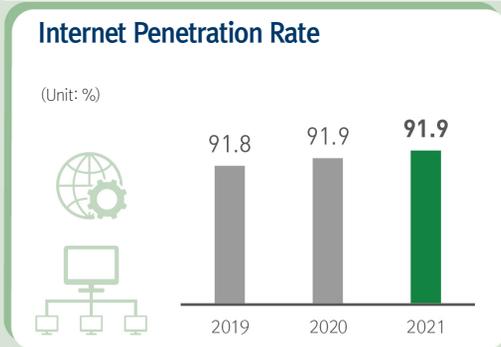
Broadcasting and communications convergence services have been revitalized with a continuous increase in the number of subscriptions to broadband and paid broadcasting including IPTV. Wireless data traffic has grown by 18.4% from 2020 and the number of 5G subscribers increased to 20.92 million, paving the way forward for the era of high-speed wireless data.



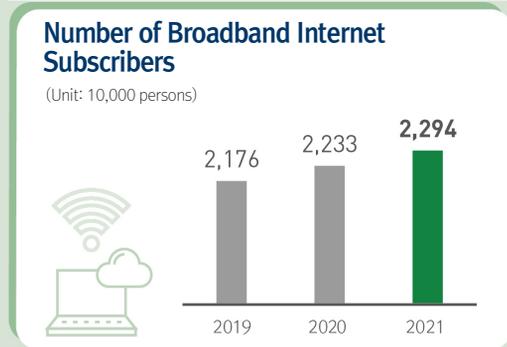
**Note)** 2021: Based on the number of subscribers in the first half of the year, subscribers to CATV, satellite and IPTV, Ministry of Science and ICT(2022)



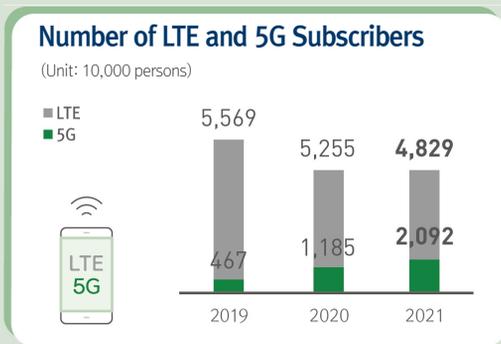
**Note)** 2021: Based on the number of subscribers in the first half of the year, Ministry of Science and ICT (2022)



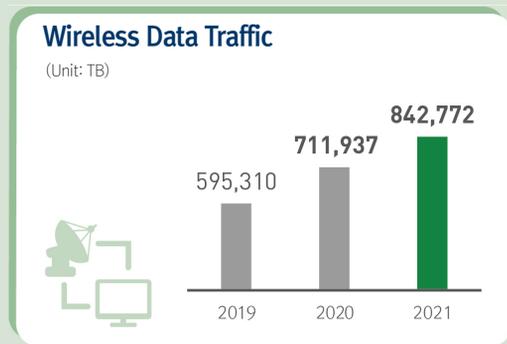
**Note)** Ministry of Science and ICT (2021)



**Note)** Ministry of Science and ICT (2021)



**Note)** Ministry of Science and ICT (2021)



**Note)** Ministry of Science and ICT (2021)

# Assistance towards regional and small broadcasting services strengthened their content competitiveness.

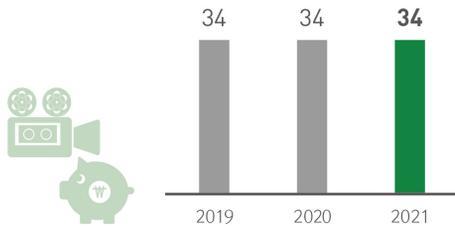
# 2021

By devising institutional support measures for regional and small and medium-sized broadcasting and focusing on the internalization of local broadcasting, we have seen an increase in the viewer satisfaction with outstanding works created via the production assistance program.

Expanded subsidies for the program production for disabled led to a wide variety of quality programs that satisfy the local viewers.

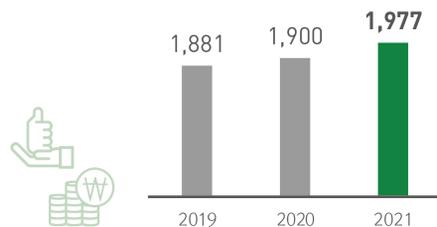
## Production Subsidies for Small and Medium Regional Broadcasting

(Unit: KRW 100 million)



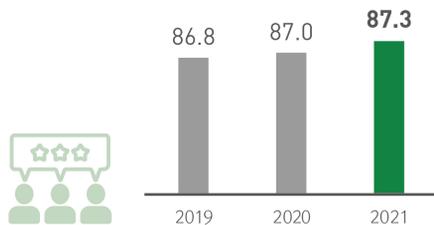
## Production Subsidies for Regional Terrestrial Broadcasting Programs for Disabled Persons

(Unit: KRW 1 million)



## Viewer Satisfaction with Regional Programs Produced through an Assistance Program

(Unit: Points)



## Sales of Outstanding Works Produced through an Assistance Program

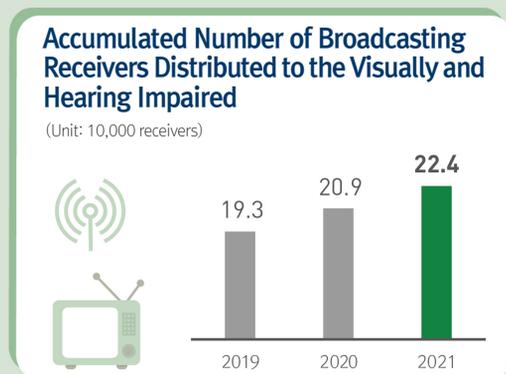
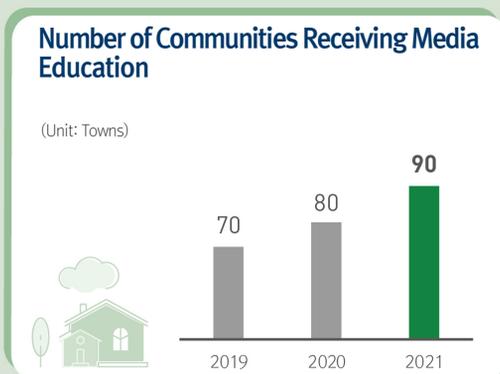
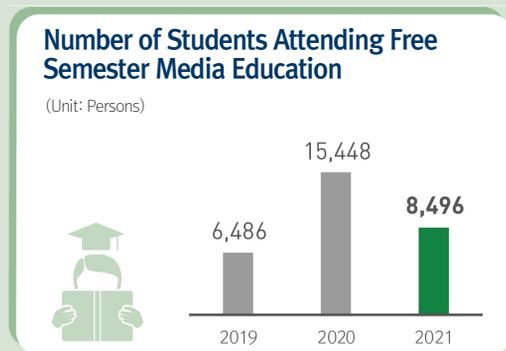
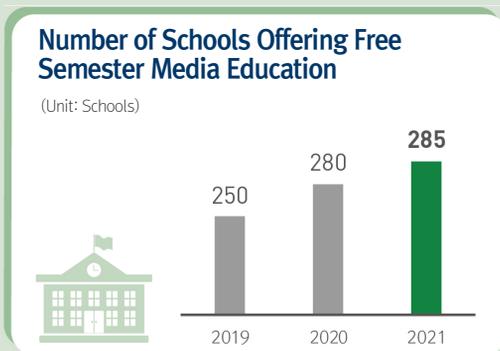
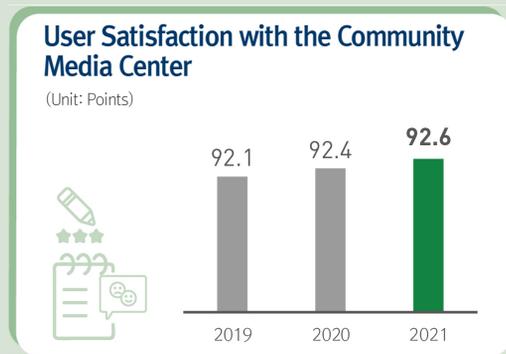
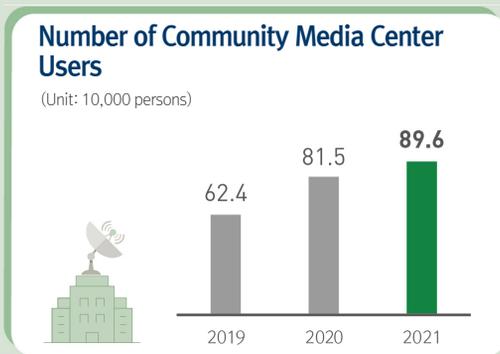
(Unit: KRW 1 million)



# Users' greater access to broadcasting services strengthened the viewer's rights and encouraged users to actively participate.

# 2021

The Commission expanded public access to the Community Media Centers to boost viewer engagement and offered customized media education by both life-cycle and class-based free semester media education. Moreover, to increase the vulnerable groups' access to broadcasting services, the Commission provided broadcasting receivers for the visually impaired and hearing impaired, and assistance towards producing programs for disabled persons.



# We provided a secure environment for online users and actively responded to the adverse effects caused by the internet usage.

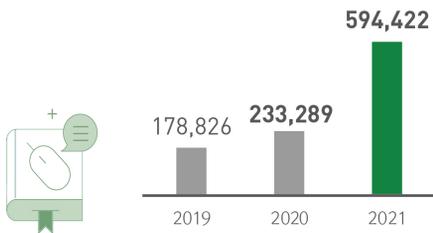
# 2021

The Commission has offered anti-cyber bullying education and attracted more schools to join the Secure Cyber Zone program to foster a safe internet culture for youth.

The Commission has also implemented internet ethics programs by delivering internet ethics courses and launching the organization called the Korea Internet Dream Star.

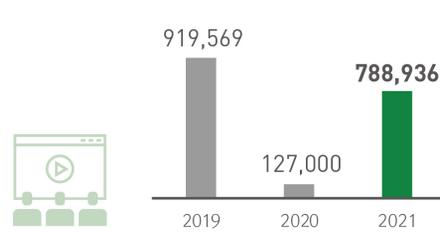
## Number of Participants in Internet Ethics and Anti-Cyber Bullying Education

(Unit: Persons)



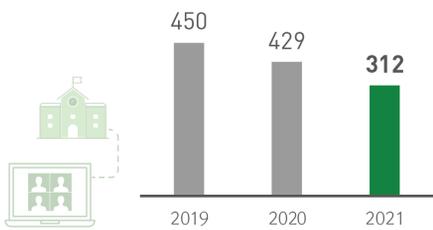
## Number of Visitors to the Internet Ethics Education Centers

(Unit: Persons)



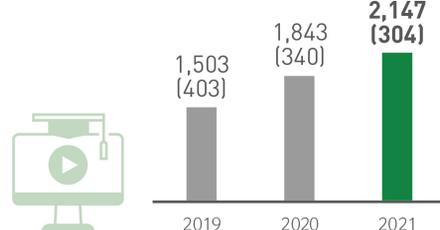
## Number of Schools Operating the Korea Internet Dream Star

(Unit: Schools)



## Number of Schools Operating the Secure Cyber Zone (Newly Joined Schools)

(Unit: Schools)

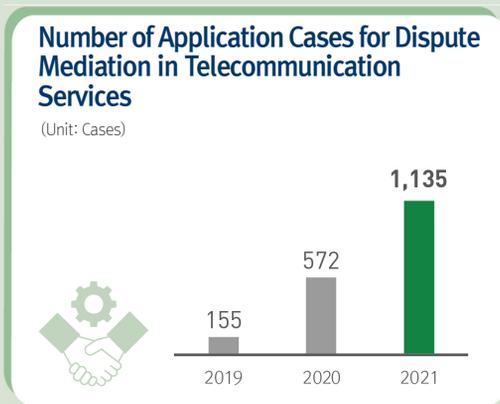


# We have built a more reliable and convenient broadcasting services environment by addressing user inconveniences.

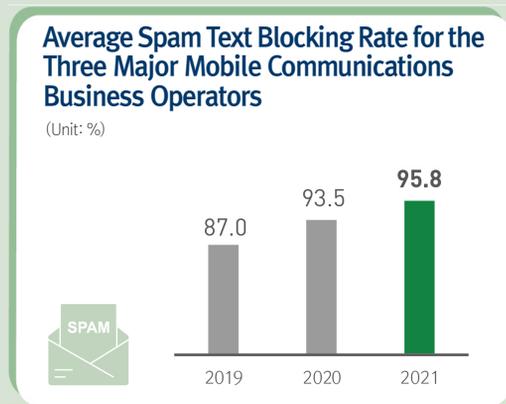
# 2021

The Commission has made efforts to resolve disputes between users and the telecommunications business entities such as complaints and grievances arising from communication services.

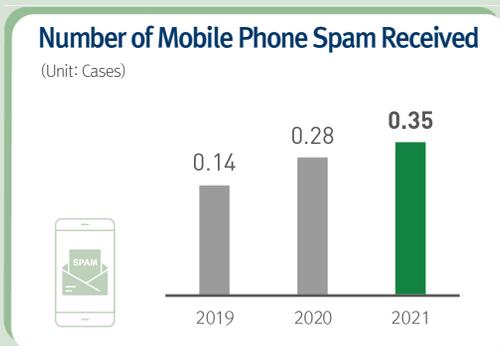
Efforts were also made in preventing spam damages, thus the number of mobile spam recorded 0.35 and that of email spam was a mere 0.1.



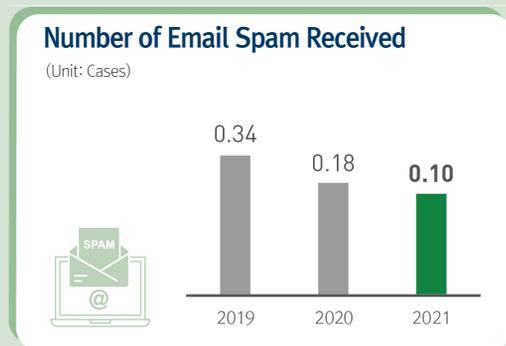
**Note)** 2019: Number of application cases reported from Jun 12 ~ Dec. 31 (implemented from Jun. 12, 2019)



**Note)** 2021: Based on the first half of the year



**Note)** 2021: Based on the first half of the year



**Note)** 2021: Based on the first half of the year



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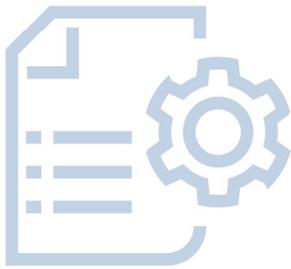


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# I

## Broadcasting and Communications Policy Environment

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Broadcasting and Communications  
Policy Environment



# I. Broadcasting and Communications Policy Environment

## 1. Trends in the Global Macro Economy and Broadcasting and Communications Markets

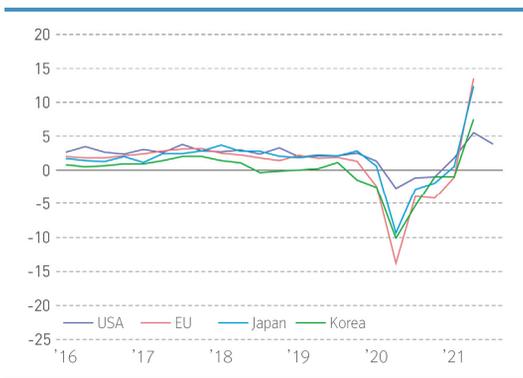
### a. Trends in the Global Macro Economy

The global economy in 2021 showed a stark turnaround from last year's significant economic recession following the COVID-19 pandemic. The global economy in 2021 is forecast to have grown 5.9% (based on PPP exchange rate), 9.2%p higher than the previous year (Korea Institute for International Economic Policy, 2021). Notwithstanding the risk from the spread of the omicron variant, a large economic rebound has occurred due to the expansion of government expenditures, increased vaccination rate, returning to daily lives and the base effect from the previous year's recession.

The economic recovery has centered on the advanced economies, the same with 2020, and the developing economies show a different economic recovery depending on their success by responding to and controlling the spread of COVID-19 variants, from delta to omicron. For example, India experienced the heaviest economic recession in 2020 among the developing economies (approx. -25% growth from the past year), but recorded a growth rate of 8.8% in 2021 due to high vaccination coverage, etc. China is also forecast to have an annual growth rate of 8.1%. On the other hand, five ASEAN countries recorded a relatively low growth rate of 3.1% (Korea Institute for International Economic Policy, 2021).

However, towards the second half of 2021, the uptrend of the global economy showed signs of slowdown due to the spread of the omicron variant, intensification of the bottleneck state of the global supply network, pressure of inflation from large government expenditures and the war in Ukraine, etc.

[Figure I-1] Economic Outlook for Advanced Economies



[Figure I-2] Economic Outlook for Advanced Economies



Source) CIEC, Korea Institute for International Economic Policy, 2021

## I . Broadcasting and Communications Policy Environment

The main variables of the global economy in 2022 are: first, recovering from the COVID-19 pandemic and returning to everyday life; second, the speed of normalizing the global supply network and reorganization; third, interest rate increase by major advanced economies in response to the pressure of inflation; and fourth, changes in the global dynamics and political environment, including the US–China hegemonic war and the war in Ukraine, etc. It is forecasted that 2022 will be less affected by the COVID-19 pandemic as compared to 2021, and this is based on the fact that many countries around the world are transforming into living with the COVID-19 plan. The bottleneck state of the global supply network will not be relieved in the short-term, but is expected to be alleviated from the 2<sup>nd</sup> quarter (LG Economic Research Institute, 2021). On the other hand, the central banks of the USA and Europe implicated an interest rate increase to respond to the pressure of inflation from the government expenditures, and the US Federal Reserve (FED) and of the European Central Bank (ECB) is likely to raise the interest rate. As of Feb. 4, 2022, the Bank of England (BOE) has raised the key interest rate by 0.25%p. So, if the interest rate is raised, the global economic growth is likely to slow down. Lastly, the variable most difficult to forecast is the increased uncertainty of the international affairs surrounding the crisis in Ukraine and the intensification of the global hegemonic war between the US and China. Those factors are expected to continue for the long-term, negatively impacting the global economy.

[Table I-1] Global Economic Trends and Outlook

(Unit : %)

Classification	2021	2022
Worldwide	5.9	4.6
US	5.9	3.8
China	8.1	5.5
EU	5.0	4.6
Japan	2.4	3.3
India	8.8	7.9
Brazil	5.0	1.5

Source) Korea Institute for International Economic Policy, 2021

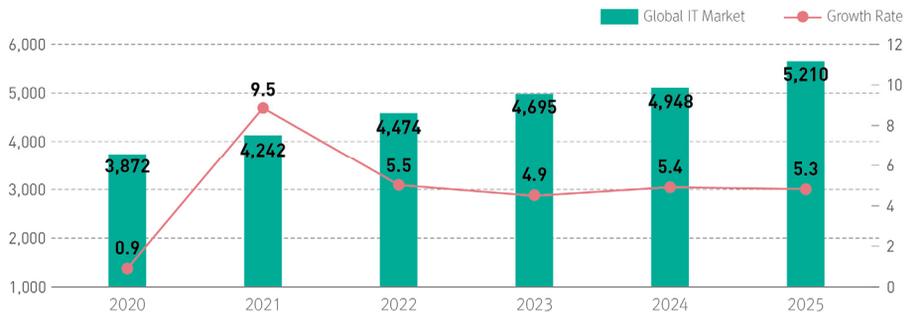
### b. Trends in the Global Broadcasting and Communications Market

The global IT market showed a significant growth in 2021 due to a strong overall economy. The IT market volume recorded USD 4.2 trillion, which is a 9.5% growth as compared to the previous year, as the advanced economies expanded the IT facilities investments that were delayed due to the COVID-19 pandemic and increased demand for IT devices and services from non-face-to-face encounters becoming routine (Gartner, 2021).

The global IT market in 2022 is forecasted to be USD 4.5 billion, a 5.5% growth as compared to the previous year, with the slow down of growth in demand for IT devices, such as mobile telephone, personal computer, etc., but increased demand for SW and IT services. Whereas the growth of SW and the IT services market will continue, the growth of IT devices and communications services will slow down, and is expected to grow 6.1% annually to reach approximately USD 5.2 billion by 2025.

[Figure I-3] Global IT Markets Forecast

(Unit: USD 1 billion)

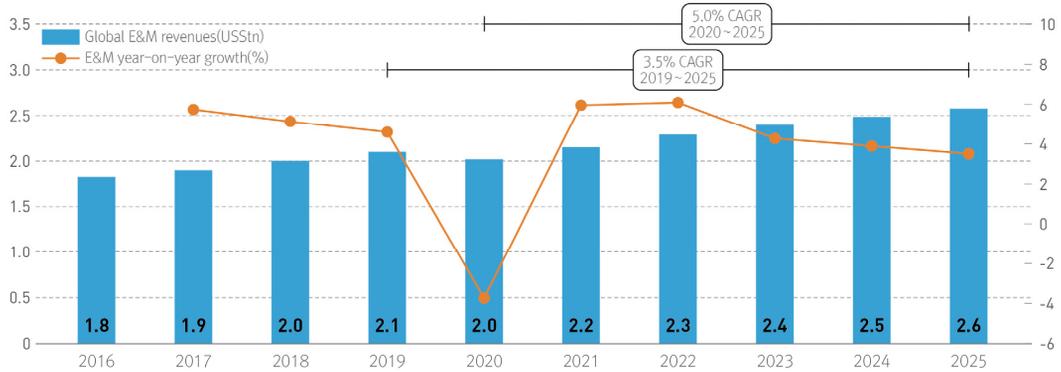


Source) Garter, 2021; KISDI, 2021.

On the other hand, the global media industry is expected to be USD 2.2 trillion in 2021, a 6.5% increase from approximately USD 2 trillion in 2020, due to the increased demand for digital content and advertisements. The industry is expected to show an average annual growth rate of 5.0% to reach USD 2.6 trillion by 2025.

[Figure I-4] Global Entertainment and Media Industry Forecast

(Unit: USD 1 billion)

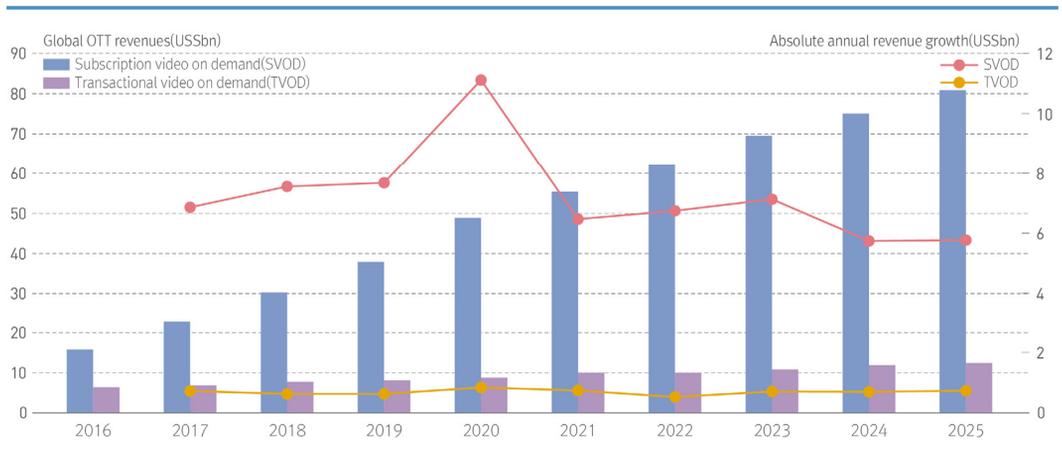


Source) PWC, 2021.

The global broadcasting market was USD 219 billion in 2021, but is expected to shrink to an average annual rate of 1.2% for the next five years. On the other hand, the global OTT market is expected to grow continuously, and the SVOD market will also show an average annual growth rate of 10.6% to reach USD 81.3 billion by 2025.

[Figure I-5] Global OTT Market Forecast

(Unit: USD 1 billion)



Source) PWC, 2021.

## 2. Status of the Broadcasting and Communications Market

### a. Domestic Broadcasting and Communications Productions and Export Volume

The domestic broadcasting and communications equipment and services market demonstrates signs of overall recovery. The communications equipment market overcame the continuous decline and gradually recovered from KRW 34 trillion in 2019 to KRW 35.3 trillion in 2021. On the other hand, the broadcasting equipment market grew from KRW 2.7 trillion in 2019 to KRW 3.4 trillion in 2021. The communications, broadcasting and information services markets continue to expand every year.

[Table I-2] Productions of Domestic Broadcasting and Communications

(Unit: KRW 1 million)

Classification	2019	2020 <sup>P</sup>	2021 <sup>E</sup>
Communications Equipment	33,929,905	34,417,651	35,284,243
Broadcasting Equipment	2,729,158	3,000,045	3,483,212
Communications Service	36,462,225	37,069,520	37,416,162
Broadcasting Service	19,091,515	19,638,686	20,259,142
Information Service	22,603,666	24,124,455	26,806,223
Total	114,816,469	118,250,357	123,248,982

Note) P : Preliminary, E : Estimate, Information services refer to Internet services

Source) Monthly Survey of ICT Statistics, Ministry of Science and ICT, 2021

The broadcasting and communications equipment export volume also demonstrates signs of recovery. As shown in [Table I-3], the export volume of communications equipment decreased in 2020, but rebounded significantly in 2021 while the broadcasting equipment's export volume increases each year.

[Table I-3] Export Volume of Domestic Broadcasting and Communications Equipment

(Unit: USD 1,000)

Classification	2019	2020 <sup>P</sup>	2021 <sup>F</sup>
Communications Equipment	14,054,121	13,208,252	16,178,185
Broadcasting Equipment	387,931	469,242	570,630
Total	14,442,052	13,677,494	16,784,815

Note) P : Preliminary

Source) Monthly Survey of ICT Statistics, Ministry of Science and ICT, 2021

## b. Status of the Advertising Market

The total size of the domestic broadcasting advertising market is expected to reach KRW 4.608 trillion in 2021, a 16.6% increase from 2020 (KRW 3.4841 trillion) accounting for 24.6% of the total domestic advertising market expected to be KRW 16.4815 trillion. The rate of increase of the broadcasting advertising market is similar to the rate of increase of the total domestic advertising market (16.7%), and is the second largest increase, following the online advertising market (23.3%) that shows huge growth each year. On the other hand, the domestic broadcasting advertising market showed a steady decline each year since 2016, but rebounded sharply in 2021 and is expected to show growth in 2022 as well. When looking at the details, the terrestrial TV and PP advertising market showed an increase of 23.2% and 17.0%, respectively, in 2021, but the terrestrial DMB, cable SO and satellite broadcasting advertising markets showed a decrease of 12.7%, 3.8% and 15.0%, respectively, meaning the continuous market stagnation.<sup>1)</sup>

[Table I-4] Broadcast Advertising Market and Rate of Change (2016-2022)

(Unit: KRW 1 million, %)

Classification	2016	2017	2018	2019	2020	2021 (Estimate)	2022 (Estimate)
Broadcast Advertising	4,135,069 (-7.37)	3,950,057 (-4.47)	3,931,829 (-0.46)	3,771,046 (-4.09)	3,484,137 (-7.61)	4,060,849 (16.55)	4,378,785 (7.83)
Terrestrial TV	1,745,314 (-9.7)	1,551,679 (-11.1)	1,421,935 (-8.4)	1,244,653 (-12.5)	1,106,607 (-11.1)	1,363,567 (23.2)	1,488,699 (9.2)
Radio	239,915 (-6.6)	253,015 (5.5)	207,309 (-18.1)	208,481 (0.6)	232,980 (11.8)	238,674 (2.4)	236,032 (-1.1)
Terrestrial DMB	7,247 (-29.5)	5,287 (-27.0)	4,404 (-16.7)	2,340 (-46.9)	2,580 (10.3)	2,252 (-12.7)	1,893 (-15.9)
PP	1,895,123 (-5.5)	1,853,673 (-2.2)	1,990,163 (7.4)	2,002,092 (0.6)	1,891,678 (-5.5)	2,213,263 (17.0)	2,394,159 (8.2%)
SO	134,585 (-7.3)	139,124 (3.4%)	140,775 (1.2)	139,140 (-1.2)	114,539 (-17.7)	110,145 (-3.8)	111,573 (1.3)
IPTV	84,586 (-6.3)	99,307 (17.4)	116,113 (16.9)	124,301 (7.1)	102,544 (-17.5)	104,721 (2.1)	118,201 (12.9)
Satellite Broadcast	28,300 (17.8)	47,972 (69.5)	51,130 (6.6)	50,039 (-2.1)	33,210 (-33.6)	28,228 (-15.0)	28,228 (0.0)

Source) 2021 Korea Broadcasting Industry Survey, Korea Broadcast Advertising Corp. Dec. 2021

1) 2021 Korea Broadcasting Industry Survey, Korea Broadcast Advertising Corp., Dec. 2021

## I . Broadcasting and Communications Policy Environment

The broadcast advertising in 2021 showed the characteristics of ① the increase of COVID advertising expenses, ② the increase of the new category of e-commerce due to the launching of global platform companies, and, ③ the concentration of advertising to the Big 6 channels (3 terrestrial, tvN, JTBC, TV Chosun). Specifically, the rate of increase of broadcast advertising expenses of the large advertisers, such as Samsung Electronics or automobile companies, and the industry directly benefiting from COVID-19, such as lifestyle/health, appliance and furniture, etc., experienced a relatively large increase, and the global platform companies who executed online advertisements began to execute broadcast advertisements.

Similarly in Korea, Kakao Corp. is trying to sell the shares of SBS M&C, SBS's media lab. Once the share have been sold successfully, it is expected to expand the advertisements from online to broadcasting.<sup>2)</sup> The phenomenon of advertisements concentrating with the Big 6 channels can be seen from the fact that the share of voice (SOV) of the Big 6 channels' gross rating points (GRPs) against the GRPs of all broadcast channels have steadily grew from 53% in 2019 and 2020 to 57% in 2021.

[Table I-5] Percentage Change in Sales by Type of Terrestrial TV (2016-2022)

(Unit: KRW 1 million, %)

Classification	2016	2017	2018	2019	2020	2021 (Estimate)	2022 (Estimate)
Terrestrial TV	1,745,314 (-9.7)	1,551,679 (-11.1)	1,421,935 (-8.4)	1,244,653 (-12.5)	1,106,607 (-11.1)	1,363,567 (23.2)	1,488,699 (9.2)
Program Ad	1,098,665 (-17.5)	949,429 (-13.6)	918,951 (-3.2)	756,500 (-17.7)	612,894 (-19.0)	637,056 (3.9)	700,383 (9.9)
Station Break Ad (SB)	213,132 (-11.6)	185,934 (-12.8)	121,525 (-34.6)	110,358 (-9.2)	130,982 (18.7)	159,684 (21.9)	161,340 (1.0)
Interval Advertising	-	-	-	-	-	165,549 (0.0)	201,600 (21.8)
Subtitle Ad	17,169 (-24.7)	14,321 (-16.6)	5,169 (-63.9)	3,978 (-23.0)	4,395 (10.5)	3,775 (-14.1)	4,023 (6.6)
Time Signal Ad	19,838 (-16.7)	17,280 (-12.9)	14,983 (-13.3)	14,222 (-5.1)	10,641 (-25.2)	13,312 (25.1)	14,338 (7.7)
Virtual Ad	12,831 (147.9)	8,900 (-30.6)	21,049 (136.5)	13,740 (-34.7)	17,139 (24.7)	22,281 (30.0)	22,184 (-0.4)
Product Placement	30,236 (-24.5)	29,740 (-1.6)	35,459 (19.2)	31,239 (-11.9)	31,905 (2.1)	39,770 (24.7)	39,678 (-0.2)
Addressable Ad	-	-	-	-	-	400 (0.0)	3,600 (800.0)
Broadcast Sponsorship	353,442 (31.7)	346,075 (-2.1)	304,799 (-11.9)	314,617 (3.2)	298,651 (-5.1)	321,740 (7.7)	341,553 (6.2)

Source) 2021 Korea Broadcasting Industry Survey, Korea Broadcast Advertising Corp., Dec. 2021.

2) Kakao, Eyeing the Broadcast Advertising Market...Selling its Shares in SBS Media Lab, Maeil Business Newspaper, Jan. 23, 2022

In addition to these external factors, the broadcast advertising market turned around and is showing growth due to the decision to allow advertisement to air in between terrestrial broadcasting (implemented on Jul. 1, 2021) and the effect of the PP advertising market that lead the growth of the broadcast advertising market. First, as related to the growth of the terrestrial TV advertising market, after the introduction of the advertising during the intervals, the advertising costs have increased 30%, on average, as compared to the existing program advertisements (Premium CM, PCM), and many advertisers began to execute terrestrial TV advertisements when economic activities began to recover from the effects of COVID-19. Along with these efforts, attracting SME advertisers to the terrestrial TV (from 22 in 2019 to 37 in 2021) through the innovative SME support system, etc. also contributed greatly to the growth of the terrestrial TV advertising market.

On the other hand, even though the PP advertising market is expected to achieve a high growth rate of 17% in 2021, it will still remain below the terrestrial TV due to a lack of killer content and innovation in the advertisement sales system for introducing the interval advertisement of the terrestrial TV. Attracting the new SME advertisers exclusively by terrestrial TV was also an unfavorable factor to the cable advertising market, including PP. IPTV also began the addressable TV advertising business 2021, that provides customized advertisements for the set top box using the data each company has, but it is only applied to limited channels to show only limited advertising effects. However, the addressable TV advertising is receiving attention as a new type of broadcast advertising, with MBC executing a memorandum of understanding (MOU) on the addressable TV advertisement business with the 3 IPTV companies and the Korea Broadcast Advertising Corp. in Nov. 2021<sup>3)</sup> and is expected to contribute to the growth of the broadcast advertising market in 2022.

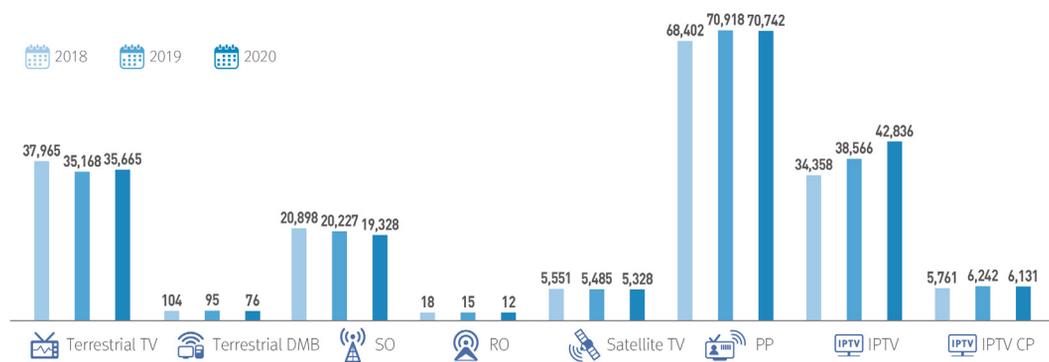
### c. Status of the Broadcasting Media by Type

In 2020, the sales of domestic broadcasting business entities increased by 1.0% year-over-year to KRW 18.118 trillion. While the market for Cable TV, relay broadcasting (RO) and satellite broadcasting shrunk, IPTV maintained its growth. It's worth noticing that the terrestrial broadcast grew 1.4% as compared to the previous year because other broadcast business profits (program sales revenue, re-transmission revenue, etc.) increased, even though the advertisement sales declined. On the other hand, the PP sales is stagnant and declined slightly in 2021 as compared to the previous year (approx. KRW 20 billion), accounting for the highest share of broadcast business profits in the total broadcasting market.

3) Our 'Customized Advertisement' will Air on MBC. Media Today, Dec. 2, 2021

[Figure I-6] Trends of Broadcasting Business Sales by Medium

(Unit: KRW 100 million)

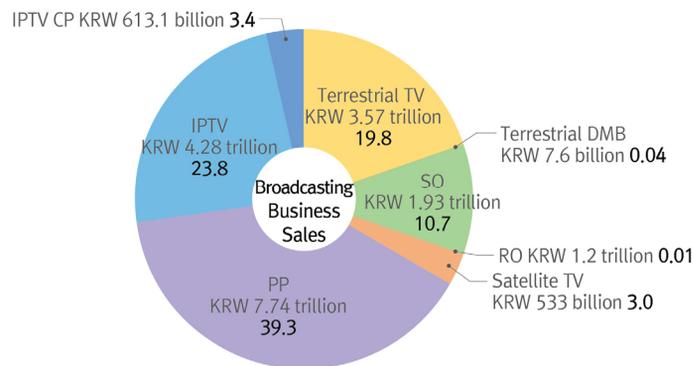


Source) 2021 Korea Broadcasting Industry Survey, Korea Communications Commission, 2021

The existing trend in share structure of broadcasting business sales by medium has been strengthened. PP (39.3%) accounted for the largest share in 2020, similar to 2019, followed by IPTV (23.8%), terrestrial TV (19.8%) and cable TV SO (10.7%).

Only IPTV showed an increased share as compared to 2019, and this is due to the fact that the paid broadcasting platform market is converging to IPTV (due to M&As, etc.). This trend is expected to continue in the future, and the share of IPTV and PP in the broadcasting industry will continue to expand.

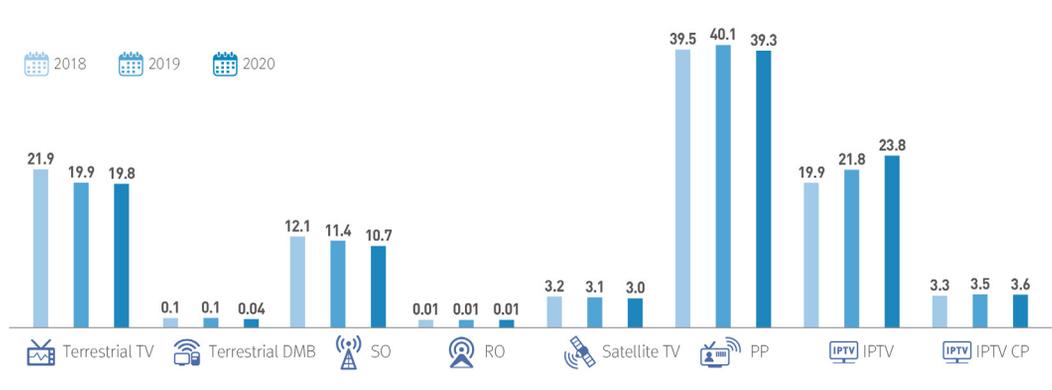
[Figure I-7] Share of Broadcasting Business Sales by Medium



Source) 2021 Korea Broadcasting Industry Survey, Korea Communications Commission, 2021

[Figure I-8] Trends of the Share of Broadcasting Business Sales by Medium

(Unit: %)

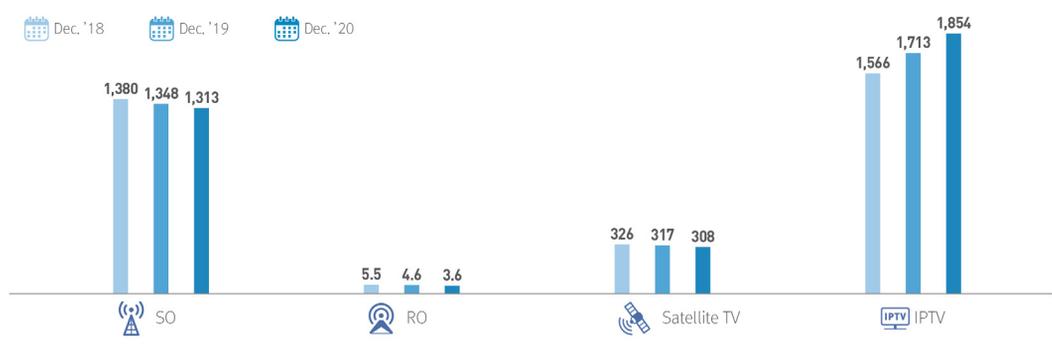


Source) 2021 Korea Broadcasting Industry Survey, Korea Communications Commission, 2021

The paid broadcasting market is showing the greatest change among the domestic broadcasting business due to various internal and external factors, such as changes in the structure of the paid broadcasting platform market due to M&As, the dissolution of the traditional MSP structure, attempt at creating a new MSP structure by IPTV, the increased influence of MPP and the possibility of an alternative paid broadcasting market due to the growth of OTT, etc. The growth of IPTV continued in 2020 to record 18,54 million devices, 8.2% growth from the previous year, based on the number of subscribers. On the other hand, cable TV and satellite TV recorded 13 million and 3.08 million devices, respectively. The numbers dropped 2.6% and 2.8% decline from the previous year.

[Figure I-9] Trends of the Paid Broadcasting Subscription

(Unit: 10,000 devices)



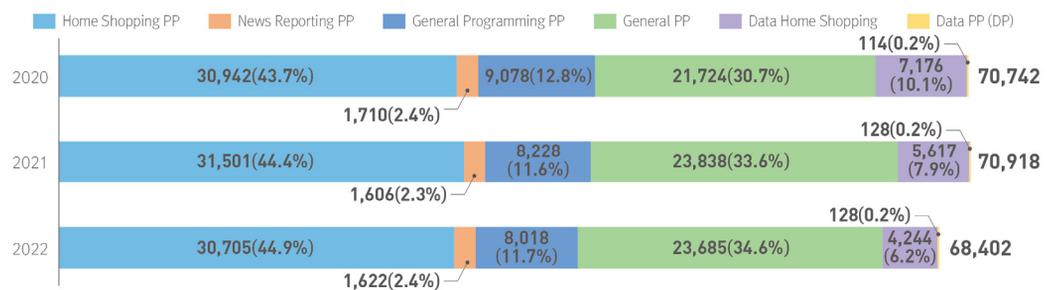
Source) 2021 Korea Broadcasting Industry Survey, Korea Communications Commission, 2021

## I . Broadcasting and Communications Policy Environment

The PP market is showing stagnation, and the broadcasting business sales of PP in 2020 declined 0.2% from the previous year to record KRW 7.0742 trillion. The decline in advertising sales contributed to the stagnation. However, the sales provided by the broadcasting program is continuously increasing to offset the decline in advertising sales. On the other hand, home shopping shows a lower growth rate as compared to the past, and the growth rate between 2019 and 2020 has declined 3.5%p to 2.7%, as compared to the growth rate of 6.2% during 2018 and 2019. The advertising sales share of PP is expected to decline in the future, whereas the sales shares of program provisions and program sales are expected to increase. The share of the general service PPs is also expected to increase continuously.

[Figure I-10] Trends of the Shares of Broadcasting Business Sales by PP

(Unit: KRW 100 million, %)



Source) 2021 Korea Broadcasting Industry Survey, Korea Communications Commission, 2021

### d. Status of the Communications Market

The domestic communications services market grew 1.7% from the previous year to reach KRW 37 trillion in 2020 and is expected to grow 2.3% in 2021 to reach KRW 38 trillion. In line with the growth trend of the ICT industry due to COVID-19, the communications services also showed a high growth rate, but the growth centered on the wireless and value-added telecommunications services, rather than the facilities-based telecommunications services. In the future, the communications services market will continue its growth trend with the increased demand on high-speed and high-quality services, such as broadband due to the great digital transformation, growth of the mobile services market due to the expansion of 5G and the growth of the value-added telecommunications services from the arrival and intensification of the platform economy.

Due to these factors, the communications services market is expected to reach KRW 41.3 trillion by 2025, showing an average annual growth rate of 2% during the next five years. This growth rate may become even higher if the 5G-based autonomous car, smart-factory and smart-farm enter a stage of expansion and growth; however, the growth rate may decrease in case of the pressure to lower the costs for various reasons.

[Figure I-11] Communications Service Sales Trends and Forecast

(Unit: KRW 1 trillion, %)



Source) Korea Information Society Development Institute, 2021

## e. Changes in the Broadcasting and Communications Policy Environment

### 1) Spread of Non-Face-to-Face Platform Economy

COVID-19 is a key factor in recognizing digital as the basic infrastructure in social and economic activities, and changing the environment where digital is the basis in all lives. Meaning, COVID-19 led the spread of digital in all aspects of life and most of the activities are being conducted through digital services, including work, study and consumption. When comparing pre and post COVID-19 ('19~'20), the ratio of work from home increased 1.6 times (24.5% → 38.8%) (NIA, 2021), and the number of remote-lectures and the number of students for the remote-lectures at general universities increased 27.1 times (12,000 → 344,000) and 9.1 times (148,000 → 3,402,000), respectively (Korean Council for University Education, 2021). The changes due to COVID-19 are being recognized as irreversible changes so the non-face-to-face lifestyle using ICT technologies is expected to become a common lifestyle.

[Table I-6] Rate of Increase in the Digital Service Usage Due to COVID-19

Digital Consumption	Search, E-Mail, Content	Life Services	SNS, Information Sharing	Networking	Information Generation, Sharing	Social Participation
+50.3%	+44.9%	+44.7%	+43.3%	+32.6%	+31.2%	+24.3%

Source) 2020 Report on the Digital Divide

At the same time, the spread of the platform economy and its influence is increasing greatly, and the online platforms that connect the online businesses and the users are expected to account for 60~70% of the future value that would be created in the digital economy for the next 10 years. The online platforms provide opportunities to the SMEs and small entrepreneurs to expand the distribution channels and develop new markets, but also controls access to the new market by acting as a gatekeeper of the businesses.

[Figure I-12] Changes in the Ratio of Platform Companies Among the Global Top 10 Companies in Market Capitalization

2009		
Rank	Company Name (Country)	Industry
1	PetroChina (China)	Petroleum
2	ExxonMobil (USA)	Petroleum
3	Microsoft (USA)	IT
4	Industrial and Commercial Bank of China (China)	Banking
5	Walmart (USA)	Retail
6	Industrial and Commercial Bank of China (China)	Banking
7	BHP Group (Australia)	Natural Resources
8	HSBC Holdings (UK)	Banking
9	Petrobras (Brazil)	Petroleum
10	Alphabet (USA)	IT

2019			
Rank	Company Name (Country)	Total Market Value (100 million USD)	Business Description
1	PetroChina (China)	10,616	PS for PC (Windows), Cloud platform
2	Apple (USA)	10,122	Smart-phone, mobile OS (OS), App store
3	Amazon (USA)	8,587	Electronic commerce, Cloud platform
4	Alphabet (USA)	8,459	Search engine, Internet/mobile advertising/ mobile OS (Android)
5	Berkshire Hathaway (USA)	5,097	Investor, multinational holding company (subsidiaries in insurance, furniture, food, manufacturer, etc.)
6	Facebook (USA)	5,081	Social network service
7	Alibaba (China)	4,354	Electronic commerce, electronic payment (FinTech)
8	Tencent (China)	4,024	Internet portal, game, messenger
9	JP Morgan (USA)	3,763	Investment and commercial banking
10	Johnson & Johnson (USA)	3,415	Pharmaceutical, cosmetics and hygiene related products manufacturing

Source) KPMG Samjong (2021)

The platform economy is accelerating the change of the industry structure from manufacturing and distribution-focused to digital, platform and media-focused. Also, due to the cross-national characteristic of the digital platform, the characteristics and identity of a country or a company is diminishing, while a global coupling phenomena emerges and even being intensified. Therefore, the digital platform’s influence on industries and users has increased, but the application of a country’s regulatory system or a policy direction becomes more difficult. In an era of platform economy, it is necessary to introduce a regulatory paradigm in line with the platform economy, consider inconsistencies in global and national regulatory systems and determine how to apply the regulations to global businesses.

## 2) Digitalization of People’s Lives and the Intensification of Digital Dependence in Lifestyle

Digitalization changed not only how the companies work, but also how each area is organically connected with personal lives, and the social and economic structures have become digital-focused. For example, companies are using automation and intelligence technologies to increase productivity in manufacturing and distribution, as well as quickly adapting to smart-work, without spacial and time limitations. Also, in people’s personal lives, digitalization is quickly penetrating in the entire daily lives, from learning, shopping, health and leisure, etc. Online shopping became the norm,

off-line is being recognized as incidental, since COVID-19, and the culture of digital consumption is expected to be fully established.<sup>4)</sup> Even the products that were bought offline, such as food products, are now being transacted online, and education and medicine are also shifting towards online.

Digital platform is spreading, such as online to offline (O2O), that combines on and offline, in addition to portals, application and content platforms, and the quality of life changes depending on the use of the digital platform. Due to the difference in prices between on and offline services and products (banking fees, etc.), more online services are being utilized, and the ease of using the online services (price and seller comparison, review, etc.) accelerates the shift to online-centered consumption. As such, the offline stores (banks, etc.) are decreasing, and the possibility of being unable to lead a normal everyday life with just the offline activities. These tendencies can be a serious threat to offline centered small businesses and occupations that lack digitalization.

As mentioned above, not only work and study, but most of the activities, such as consumption and financial transactions, are being conducted through digital services, and the digital service, thought to be a supplementary tool, is becoming a necessity to lead a normal life. Most of the people are using digital service for acquiring living information (85.2%), shopping/reservations (64.1%) and banking and stock transactions (60.8%), etc., and the digital platform service has become mandatory for the people to live a stable life.

[Table I -7] Rate of Using Digital Life Services in 2020

Classification	Description	2018	2019	2020
Living Information	Weather, Traffic, Map	77.5%	82.3%	85.2%
E-Commerce	Online Shopping, Reservation, Ticket Purchases	62.2%	66.0%	64.1%
Financial Transactions	Internet Banking, Stock Transactions	57.8%	61.4%	60.8%
Public Service	Access/Issue Civil Documents	28.7%	28.1%	35.4%

Source: 2020 Digital Gap Survey Report

On the other hand, these lifestyle changes made the digital platform a necessity from the business perspective for taxis and small business owners. Technically they could not manage their business if they do not use the digital platforms in the system. The number of monthly users for Kakao T service is 10.72 million (Jul. 2021), meaning 20% of the entire country are using the service, and 230,000 taxi drivers, out of 250,000 taxi drivers in Korea, are the members of Kakao T (Chosun Ilbo). Moreover, COVID-19 made it difficult for restaurants owners to do their business without the help of delivery Apps, so they have no choice but to bear the cost for the delivery Apps and marketing.

These tendencies indicate that protecting the users from the digital platform services, as well as the co-existence in the entire platform ecosystem becomes ever more important. In the past, the user protection typically meant protecting the passive users for telecommunications service or broadcasting service, but in the era of digital platforms, the user protection is directly connected to protecting the daily lives of the people and the welfare of the users. Therefore, the broadcasting and communications policy in the future should place more importance on the policies on creating a health platform ecosystem and the protection of the platform users (also including user businesses).

4) Since COVID-19, online shopping became a must and the dependency on online shopping has increased ("Change in the Consumption Pattern Due to COVID-19", KISDI, 2021)

### 3) Intensification of Competition in the Broadcasting and Communications Market and the Increased Possibility of Disputes

Conflict between businesses or between businesses and users continues to occur in Korean broadcasting and the communications market, and the disputes are intensifying. Disputes in broadcasting marketing has been intensified, rather than the communications market, and this is due to two factors. First, predatory competition has been increasing because the growth of the traditional broadcasting market has been sluggish. The Korean broadcasting market, especially the paid broadcasting, is witnessing an intensification of disputes due to stagnation and changes in the structure. As the growth is stagnating, 'allocating' the limited resources is becoming the major issue, and this in turn becomes the basic cause of the dispute to be allocated more. Similarly, disputes are occurring between IPTV and cable TV SO due to differences in their goal depending on the changes in the market as the disputes are changing as the bargaining power changes between the platform and content businesses within the market. Second, the possibility of dispute is continuing to increase due to the low-pricing market structure, which is a chronic problem of Korea's broadcasting market. Meaning, as Korea's broadcasting market is a low-price market structurally, then the total profit to be allocated is becoming small that is the reason behind the growing possibility of a dispute.

This trend cannot be improved in a short term, and therefore, the structure of the Korean broadcasting market must be shifted to bring a change to the dispute tendencies. Once the lateral structural change is completed, the vertical structural change as a second stage will occur. The possibility of change into a new platform-content vertical structure (MSP) and expanding into the non-broadcasting area, etc. will be attempted. Such changes in the market structure will also change the traditional dispute subjects, cause and types.

Also, as the focus is shifting to OTT, the possibility of the weakening of traditional paid TV is increasing. The competition in the paid broadcasting market will see a 'squad game' type competition. Meaning, the competition and allocation for 'co-existence' will change into competition for 'existence', and the disputes will intensify. Furthermore, the growth in the traditional broadcasting area is declining and the financial strategy focused on cost savings will increase. The cost savings strategy will lead to reducing the expenses or considerations paid to the transaction parties (ex: platform vs. content, PP). Therefore, the change in the structure and the competition style is likely to bring changes in the type of dispute, as well as the intensity of the dispute.

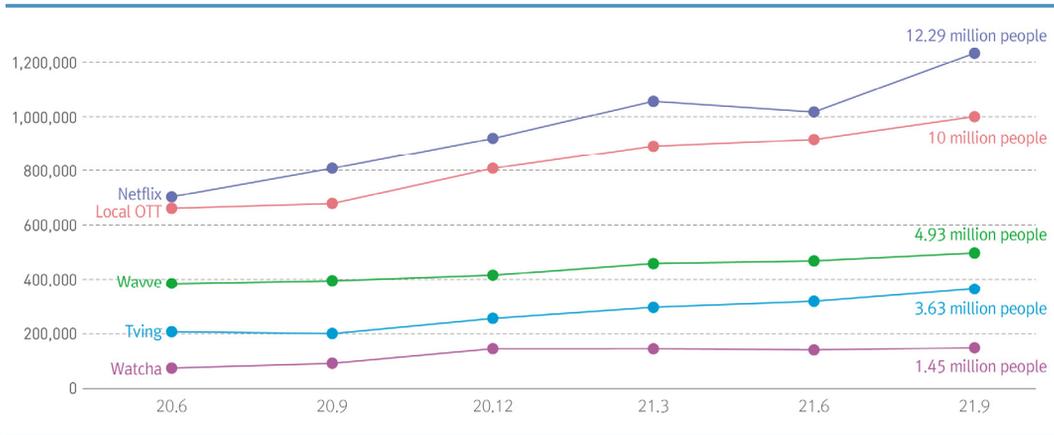
### 4) Expansion of the OTT Service and Increased Influence of Content

The year 2021 saw an acceleration in OTT expansion, as well as the globalization of Korean content. As of Sep. 2021, the number of subscribers to OTT services in Korea is about 22.3 million, among them, 12.29 million are the members of Netflix and 10.01 million subscribes Korean OTT (Wave, TVing, Watcha). The total number increased approximately seven million compared to the previous year. (source: Datanet).

The Korean content became widely popular globally, along with the expansion of the domestic OTT market, and in the past, Korean programming accounted for about half of the top 10 most popular content in Southeast Asia for Netflix, but was not included in the top 10 globally. However, since 2021, content produced by Korea have gone on to become global mega hits, including Squid Game, DP and Hellbound, etc. Squid Game was watched by more than 110 million Netflix users (Statista, 2021), and All of Us are Dead is also ranked no. 1 globally.

[Figure I-13] Trend in the Number of Subscribers of OTT in Korea

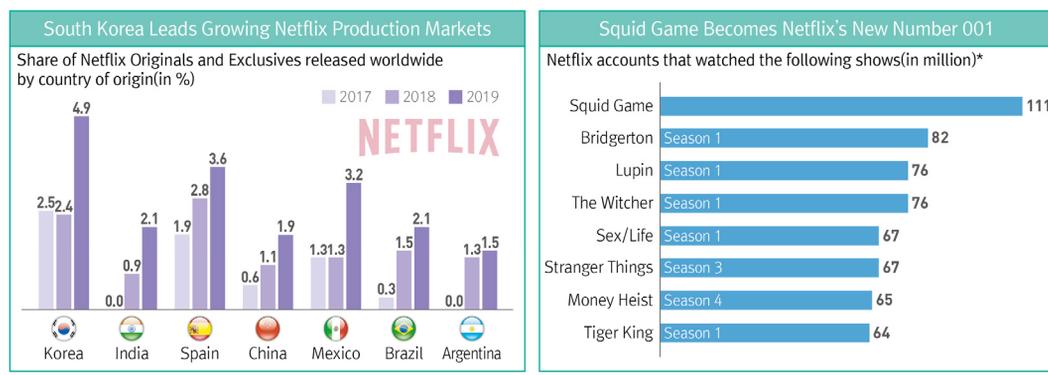
(Unit: 10,000 people)



Source) www.datanet.co.kr

Netflix original content produced in Korea became popular, which in turn led to increased Netflix subscribers, and Netflix has selected Korea as a hub for content production and is making large investments for production.

[Figure I-14] Trend in Netflix's Investment for Korean Content Production and the Number of Viewers of Popular Content



As can be seen from the Netflix examples, content competitiveness in the OTT market is the key element, and Korea's content production is recognized as outstanding even globally. As such, it is likely that global OTT businesses will make more investments to produce Korean content, and Korean OTT businesses will also make investments to secure originals.

From the policy perspective, Korean OTT businesses are at a financial disadvantage when in competition with global OTT businesses, and therefore, support from the government for content production is necessary. If only the global OTT businesses benefit from Korean content, Korea's content and the media market may become a hub of outsourcing for the global businesses.



Korea Communications Commission  
Annual Report

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# II

## Status and Policy Objectives of the Korea Communications Commission

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## II.

## Status and Policy Objectives of the Korea Communications Commission

### 1. Overview

The Korea Communications Commission (hereinafter referred to as 'the Commission') founded pursuant to the 「Act on the Establishment and Operation of Korea Communications Commission」 is in charge of regulating broadcasting and communications, protecting users, and the matters related to ensuring the independence of broadcasting communications. It aims to promote the freedom, public nature, and publicness of broadcasting by actively responding to the convergence of broadcasting and communications.

The key functions of the Commission include implementing broadcasting policies for terrestrial broadcasting, general programming PP, news reporting PP, advertising programming, and reviews; promoting viewer's rights and interests; developing media diversification policies; conducting investigation and imposing sanctions against broadcasting communications business entities' violations; implementing broadcasting and communications' user protection policies; preventing the distribution of illegal and harmful information; introducing the Internet ethics; and creating a secure Internet environment.

The Commission is composed of five standing commissioners, including the chairman and the vice-chairman. Of the five, two standing commissioners, including the chairman, are directly appointed by the President of the Republic of Korea. The remaining three are nominated by the National Assembly and appointed by the President<sup>1)</sup>. The Commission deliberates and resolves the key issues according to the characteristics of the collegiate system.

The laws under the jurisdiction of the Commission are as below.

[Table II-1] Laws Under the Jurisdiction of the Commission

Law	Description	Date Enacted and Amended
「Act of the Establishment and Operation of Korea Communications Commission」	<ul style="list-style-type: none"> <li>• Legal basis for the foundation, organization and administrative structure of the Commission</li> <li>• Duties and operational methods of the Commission, and the organization of the standards commission</li> </ul>	Enacted on Feb. 29, 2008 Amended on Jun. 8, 2021
「Framework Act on Broadcasting Communications Development」	<ul style="list-style-type: none"> <li>• Establishment of the basic policy directions and plans for broadcasting and communications</li> <li>• Disaster management in broadcasting and communications, the establishment of the Broadcasting Communications Development Fund</li> </ul>	Enacted on Mar. 22, 2010 Amended on Jun. 8, 2021

1) The negotiating group of the political party which the President is or was in recommends one of the three standing commissioners, and other negotiating groups recommend the other two.

## II. Status and Policy Objectives of the Korea Communications Commission

Law	Description	Date Enacted and Amended
「Broadcasting Act」	<ul style="list-style-type: none"> <li>• Freedom and independence of programming and public accountability of broadcasting</li> <li>• Licensing, renewal, approval and re-approval of broadcasting business</li> </ul>	Enacted on Jan. 12, 2000 Amended on Dec. 8, 2020
「Korea Educational Broadcasting System Act」	<ul style="list-style-type: none"> <li>• Capital and investments of the Korea Educational Broadcasting System</li> <li>• Appointment of officers and the organization of the board of directors</li> </ul>	Enacted on Jan. 12, 2000 Amended on Dec. 8, 2020
「Foundation for Broadcast Culture Act」	<ul style="list-style-type: none"> <li>• Organization of officers for the Foundation of Broadcasting Culture</li> <li>• Legal basis for the Culture Promotion Fund</li> </ul>	Enacted on Dec. 26, 1988 Amended on Dec. 10, 2019
「Special Act on Assistance in Development of Regional Broadcasting」	<ul style="list-style-type: none"> <li>• Establishment of the plan to assist the development of regional broadcasting</li> <li>• Establishment and the organization of the Regional Broadcasting Development Committee</li> </ul>	Enacted on Jun. 3, 2014 Amended on Jun. 9, 2020
「Act on Broadcasting Advertising Sales Agencies, Etc.」	<ul style="list-style-type: none"> <li>• Licensing of broadcast advertising sales agencies and restrictions on their ownership</li> <li>• Balanced development of broadcast advertising</li> </ul>	Enacted on Feb. 22, 2012 Amended on Dec. 29, 2020
「Internet Multimedia Broadcast Services Act」	<ul style="list-style-type: none"> <li>• Licensing of the Internet multimedia broadcast services</li> <li>• Guarantee of fair competition</li> </ul>	Enacted on Jan. 17, 2008 Amended on Dec. 29, 2020
「Act on the Protection, Use, Etc. of Local Information」	<ul style="list-style-type: none"> <li>• Classification of business operators and the system for market entry</li> <li>• Use of personal location data by emergency aid agencies</li> </ul>	Enacted on Jan. 27, 2005 Amended on Dec. 22, 2020
「Act on Promotion of Information and Communications Network Utilization and Information Protection, Etc.」	<ul style="list-style-type: none"> <li>• Restriction of the collection and use of personal data</li> <li>• Guarantee of information network security</li> </ul>	Enacted on May 12, 1986 Amended on Jun. 8, 2021
「Mobile Device Distribution Improvement Act」	<ul style="list-style-type: none"> <li>• Prohibition on discriminatory subsidization and the announcement of subsidies</li> <li>• Restriction on forming independent contracts related to subsidies</li> </ul>	Enacted on May 28, 2014 Amended on Dec. 29, 2020
「Telecommunications Business Act」	<ul style="list-style-type: none"> <li>• Classification of services and business operators, promotion of competition and systems for fair competition</li> <li>• Protection system for network users</li> </ul>	Enacted on Dec. 30, 1983 Amended on Oct. 19, 2021
「Radio Waves Act」	<ul style="list-style-type: none"> <li>• Procedure for the distribution, allocation, the recollection and reallocation of frequency bands</li> <li>• Procedure for the use of radio stations, including licensing and inspection</li> </ul>	Enacted on Dec. 30, 1961 Amended on Jun. 8, 2021

Note) Includes legislation under the jurisdiction of the Ministry of Science and ICT.

## 2. Organization and Functions

### a. Organizational Status

[Figure II-1] The Standing Commissioners of the Fifth-Term Commission



#### Han Sang-hyuk, Chairman

Chairman Han earned his bachelor's degree in Law at Korea University (1989) and master's degree in journalism at Chung-Ang University (2010). He passed the 40<sup>th</sup> judicial exam (1998) and served as an Executive Advisor at the Telecommunications Convergence Promotion Committee (2006~2007), Guest Editorial Commissioner at Media Today (2006~2009), Commissioner at the local Press Commission (2007~2010), Policy Commissioner and Co-representative of the Citizens' Coalition for Democratic Media (2008~2019), Chairman of the Foundation for Broadcast Culture (2009~2012), visiting professor of the Department of Media Communication at Chung-Ang University (2013~2019), Special Commissioner at the Special Advertising Committee, Korea Communications Standards Commission (2014~2016) and auditor at the Free Journalism Foundation (2019).



#### Ahn Hyoung-hwan, Vice Chairman

Vice-Chairman Ahn graduated from Seoul National University with a bachelor's degree in Western History (1986), received a master's degree in Public Administration from Harvard University (2005), and Ph.D. in Political Science from Gyeonggi University (2017). Ahn was a reporter at the Korean Broadcasting System (1991~2008), then served as the 18<sup>th</sup> National Assembly member (2008~2012), the Spokesperson of the Hannara Party (2010~2011), Co-President of the Korean Taxpayers Alliance for Tax Accountability (2012~2017), and research professor at the Graduate School of Journalism and Mass Communications, Hanyang University (2018~2019).



#### Kim Hyun, Commissioner

Kim graduated from the Department of History at Hanyang University (1989), joined the Peace Democratic Party in 1988 as one of the 98 people and served at the Peace Democratic Unification Research Association. Kim served as the Administrative Officer of the Press Support Office under the Roh Moo Hyun administration and then Press Support Officer of the Press Support Office (Director of Communications 2003~2007). Kim became the 19<sup>th</sup> National Assembly member (2012~2016) during which she participated as a member of the National Assembly's Safety Committee, Information Committee and Foreign Affairs and Unification Committee. Kim was the Spokesperson of the Democratic Party of Korea (2017~2018), and the Third Deputy Secretary General of the Democratic Party of Korea (2018~2020).



#### Kim Hyo-jae, Commissioner

Kim earned his bachelor's degree in Sociology at Korea University (1980) and master's degree in Journalism at Korea University (2010) and was a visiting fellow at the School of Foreign Service, Georgetown University (1992). Kim served as the Society Division Vice Editor, International Division Editor, Culture Division Editor, Vice Editor-in-Chief at Chosun Ilbo (1979~2005), and Editorial Writer of Chosun Ilbo (2004). Kim went on to become a member of the 18<sup>th</sup> National Assembly and served as a member of the Culture, Sports and Tourism Committee, Foreign Affairs and Trade Committee, Information Committee (2008~2011), Senior Secretary to the President for Political Affairs (2011), and visiting professor at the Graduate School of National Security, Korea National Defense University (2013~2014).



#### Kim Chang-yong, Commissioner

Kim graduated from Konkuk University with a bachelor's degree in Dairy Science (1985), earned his master's degree from the Department of Journalism at City, University of London (1987) and Ph.D. in Journalism from Cardiff University (1993). Having started his career as a Seoul foreign correspondent at Associated Press (1987~1988) and a reporter of the editorial bureau at Kukminilbo (1988~1995), Kim went on to serve as a visiting research fellow at the Korean Journalism Research Institute (1997~1999), arbitration commissioner at the Press Arbitration Commission (2003~2009), deliberative commissioner at the Korea Broadcasting Commission (2006~2007), and the professor at the Department of Mass Communication, Inje University (1999~2019).

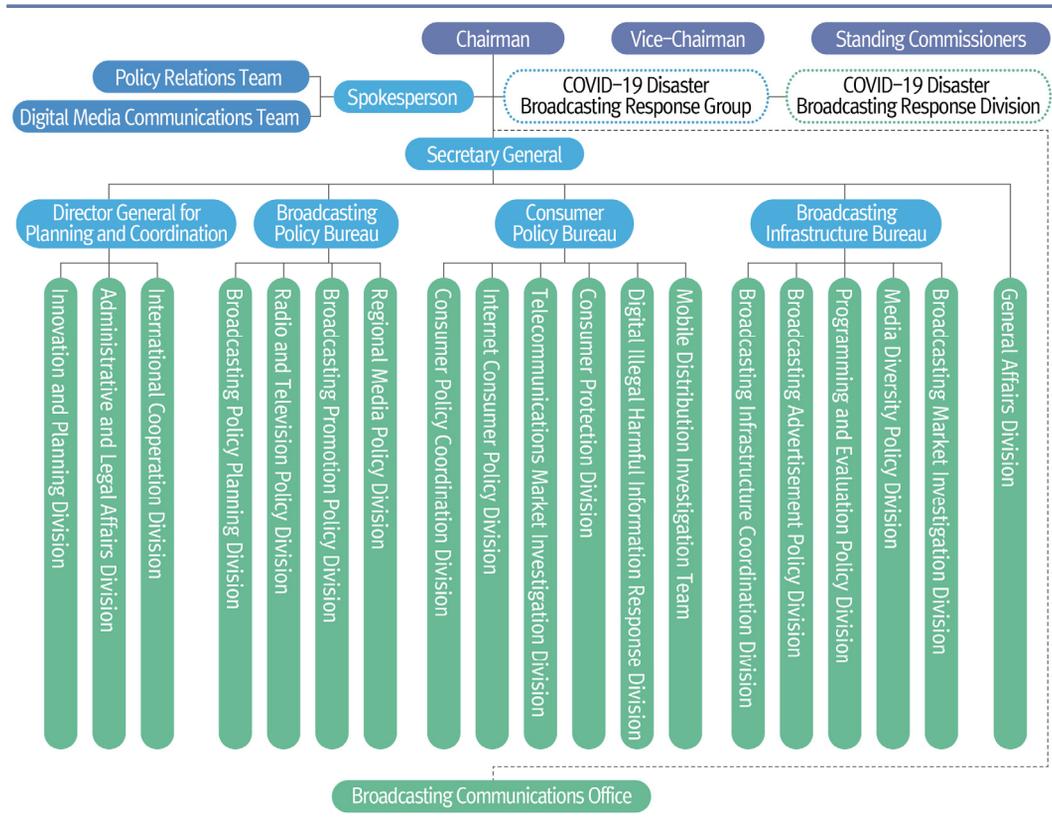
## II. Status and Policy Objectives of the Korea Communications Commission

Under the 「Organizational System of the Korea Communications Commission and its Affiliation」 (Presidential Decree No. 32491, enforced on Feb. 22, 2022), the Commission consists of one secretariat, three bureaus, two director generals, 18 divisions (directors), three teams and one affiliate organization. The detailed organization is as shown in [Figure II-2].

One of the major amendments for 2021 is the addition of officers including one (Grade 5 civil servant) for responding to trade negotiations in the broadcasting and communications area and two (one Grade 5 civil servant and one Grade 6 civil servant) for strengthening the government's data analysis and utilization. Moreover, the terminal distribution investigation team was newly established to replace the work performed by the Mobile Distribution Investigation Bureau, that was established temporarily for the fair distribution order of the mobile communications terminal and protection of user rights and interest and the term has ended as of May 31, 2021 (Jun. 1, 2021).

Also, the COVID-19 Disaster Broadcasting Response Bureau was established as a temporary organization (Aug. 16, 2021~ May 31, 2022) as the demand for disaster broadcasting and response at the broadcasting and communications site is expected to increase due to the rapid increase in the confirmed cases of COVID-19 and temperature anomaly, etc. to perform disaster broadcasting management and the inspection of COVID-19 guidelines. The existing 'OTT Policy Collaboration Team' was reorganized as the 'Audiovisual Media Service Team' in order for the OTT policy collaboration duties to include law and system and to establish a discussion system for the entire new media, including OTT. (Aug. 4, 2021)

[Figure II-2] Organizational Chart of the Commission



Moreover, in order to clarify the basis for the broadcast programming regulations and radio management duties performed by the broadcasting and communications office under the KCC pursuant to the KCC instruction, the concerned provisions are stipulated in the 「Radio Waves Act」, 「Broadcasting Act」 and the respective Enforcement Decrees. (Table II-2) Therefore, the administrative actions, such as levying of fines, etc., performed by the broadcasting and communications office under the name of the Chairman of KCC can now be performed directly. This will lead to the heightened trust of the people in execution of law by the KCC for improving certainty and transparency.

[Table II-2] Information on Work Delegated to the Broadcasting Communications Office from 「Broadcasting Act」, 「Radio Waves Act」 and the Enforcement Decrees (Implemented on Dec. 9, 2021)

Classification	「Broadcasting Act」·「Enforcement Decree of the Broadcasting Act」	「Radio Waves Act」·「Enforcement Decree of the Radio Waves Act」
Act	Article 103 (Delegation or Entrustment of Authority) ① The authority of the Minister of Science and ICT or the Korea Communications Commission may be delegated, in part, to the head of the affiliated organizations or the Mayors/Do Governors, as prescribed by Presidential Decree.	Article 78 (Delegation and Entrustment of Authority) ③ The Korea Communications Commission may entrust part of its authority granted under this Act to the heads of institutions affiliated, as prescribed by Presidential Decree.
Enforcement Decree	<p>Article 68 (Delegation or Entrustment of Authority) ② The Korea Communications Commission shall delegate the authority for the following matters to the head of the broadcasting communications office pursuant to Article 103 (1) of the Act:</p> <ol style="list-style-type: none"> <li>1. Matters related to verifying conformity with the criteria to the classification of broadcasting programs determined and publicly notified by the Korea Communications Commission pursuant to Article 71(1)~(4) of the Act and Article 57(7) of the Decree;</li> <li>2. Matters related to verifying conformity with the criteria for recognizing the broadcast content genuinely produced by external producers determined and publicly notified by the Korea Communications Commission pursuant to Article 72(1) and (3) of the Act and Article 58(5) of the Decree;</li> <li>3. Matters related to the receipt of the results of conducting broadcasts pursuant to Article 83(1) of the Act;</li> <li>4. Matters related to the imposition and collection of administrative fines prescribed in Article 108 (1), 4, 8, 9, 17 and 18 of the Act.</li> </ol>	<p>Article 123 (Delegation and Entrustment of Authority) ⑥ Pursuant to Article 78(3) of the Act, the Korea Communications Commission shall delegate the following authorities related to the assistant terrestrial broadcasting station to the head of the broadcasting and communications office:</p> <ol style="list-style-type: none"> <li>1. Matters related to authorization for establishment, renewal and authorization for change of a broadcasting station pursuant to Article 34 of the Act;</li> <li>2. Matters related to the cancellation of approval to establish radio stations, closure, an order to restrict operation and an order to suspend the operation of radio stations pursuant to Article 72 of the Act;</li> <li>3. Matters related to hearings pursuant to Article 77-8 of the Act</li> <li>4. Matters related to the imposition and collection of administrative fines prescribed in Article 92-2 and 3 of the Act.</li> </ol>

## b. Responsible Services of the Commission and Division of Duties

Pursuant to Article 11 of the 「Act on the Establishment and Operation of Korea Communications Commission」, the following matters shall be duties under its jurisdiction:

Matters concerning policies on broadcasting advertising, policies on the evaluation of programming, planning for broadcasting promotion, planning for broadcasting policies, policies on terrestrial broadcasting and policies on broadcasting channels;

Matters concerning the overall control of research and planning, market surveys on broadcasting and communications, protection of users of broadcasting and communications, promotion of the viewers' rights and interests and ethics relating to personal data protection;

Matters concerning the management of frequencies used for broadcasting services; and

Other matters stipulated as the function of the Commission by this Act or other Acts.

Pursuant to Article 12 of the Act, the Commission shall deliberate on and resolve the following matters from duties under its jurisdiction:

1. Matters concerning the basic plans for broadcasting and those on the communications regulations;
2. Matters concerning the recommendation of the directors and appointment of auditors for the Korean Broadcasting System;
3. Matters concerning the appointment of the directors and auditors for the Foundation for Broadcasting Culture;
4. Matters concerning the appointment of the chief executive officer, directors and auditors for the Educational Broadcasting System;
5. Matters concerning the research and assessment of media diversity;
6. Matters concerning the licensing and license renewal granted to terrestrial broadcasting business entities and community radio broadcasting business entities;
7. Matters concerning the approval for the program providing business entities using broadcasting channels for general programming or specialized programming in news reporting;
8. Matters concerning the licensing, license renewal, and permission for a change granted to satellite broadcasting business entities, CATV, and CATV relay broadcasting business entities, and the enactment, amendment, and repeal of the relevant statutes;
9. Matters concerning the permission, revocation, and approval for broadcast advertising sales agencies according to the 「Act on Broadcasting Advertising Sales Agencies, Etc.」;
10. Matters concerning the investigation into and restrictions on prohibited acts by broadcasting business entities;
11. Matters concerning the investigation into and restrictions on prohibited acts by broadcast advertising sales agencies;
12. Matters concerning the investigation into and restriction on prohibited acts by telecommunications business entities;
13. Matters concerning the mediation of disputes between and among broadcasting and telecommunications

- business entities or disputes between business entities and users, etc.;
14. Matters concerning the mediation of disputes between the broadcast advertising sales agencies, etc.;
  15. Matters concerning the response to complaints from viewers as well as the protection of the users of broadcasting and communications;
  16. Matters concerning the operation of the Community Media Foundation;
  17. Matters concerning the guarantee of universal watching and listening rights;
  18. Matters concerning the organization and operation of the Broadcast Review Committee;
  19. Matters concerning the restriction, etc. on the share of the audience of broadcasting business entities;
  20. Matters concerning the disciplinary measures pursuant to the deliberation and resolution by the Korea Communications Standards Commission;
  21. Matters concerning the organization and operation of the Regional Broadcasting Development Committee;
  22. Matters concerning the research on and assistance for broadcasting and communications regulations;
  23. Matters concerning the international cooperation with respect to the broadcasting and communications regulations;
  24. Matters concerning the management of frequencies used for broadcasting services;
  25. Matters concerning the operation, programming, sales, etc. of broadcast programs and broadcast advertising;
  26. Matters concerning the organization, management, and operation of funds related to broadcasting and communications;
  27. Matters concerning the enactment, amendment, and repeal of the statutes concerned, as well as the regulations of the Commission;
  28. Matters concerning the Commission's budget and budget planning; and
  29. Matters on which the Commission has deliberated on or resolved pursuant to the Act or other Acts.

Each department of the Commission is responsible for the duties specified in [Table II-3].

[Table II-3] Duties of the Commission's Departments

Departments		Job Description
Spokesperson	Policy Relations Team	<ul style="list-style-type: none"> <li>• Develop promotion plans for and coordinate the Commission's duties</li> <li>• Manage the matters related to presentations outside the Commission regarding its works, support briefings</li> <li>• Support media activities</li> <li>• General management, inspection and evaluation of policy communications</li> <li>• Support public relations planning for each division</li> </ul>
	Digital Media Communications Team	<ul style="list-style-type: none"> <li>• Develop and implement the digital policy communications plan</li> <li>• Plan and produce digital policy communications content</li> <li>• Operate a digital policy communications channel</li> <li>• Monitor and evaluate the Commission's digital policy communications activities</li> <li>• Operate online spokesperson and policy press group, etc.</li> </ul>

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Departments		Job Description
Director General for Planning and Coordination	Innovation and Planning Division	<ul style="list-style-type: none"> <li>• Establish, coordinate and adjust the major plans and policies</li> <li>• Responsible for the general management of the Commission, and the management of its organization and personnel</li> <li>• Responsible for developing mid-term financial plans and budget organization, allocation and execution</li> <li>• Responsible for budget expenditure, distribution of administrative expenses, asset management and settlement of expenditures</li> <li>• Manage income and bonds</li> <li>• Manage the Commission and its affiliated organizations' policy tasks and governmental innovations</li> <li>• Develop, manage and coordinate the master plan and business plan for promoting information</li> <li>• Develop plans for, coordinate and control national emergency, security and disaster management</li> </ul>
Director General for Planning and Coordination	Administrative and Legal Affairs Division	<ul style="list-style-type: none"> <li>• Develop and implement plans for performance management and regulatory reform</li> <li>• Review and coordinate concerned laws and administrative rules</li> <li>• Appoint officers for the Korean Broadcasting System, the Korea Educational Broadcasting System and the Foundation for Broadcast Culture</li> <li>• File, review and archive the Commission's meeting agendas</li> <li>• Operate the service and information center, develop and implement a comprehensive plan for handling complaints</li> <li>• Responsible for the general management and coordination of works related to the political parties and the National assembly</li> </ul>
	International Cooperation Division	<ul style="list-style-type: none"> <li>• Responsible for international cooperation policies, such as inter-governmental cooperation in broadcasting and communications regulations</li> <li>• Responsible for WTO, FTA, etc. negotiations on broadcasting and communications</li> <li>• Policies on international organizations in the fields of broadcasting and communications</li> <li>• Responsible for the matters related to concluding co-production international agreements</li> </ul>
Broadcasting Policy Bureau	Broadcasting Policy Planning Division	<ul style="list-style-type: none"> <li>• Establish and implement public broadcasting policies</li> <li>• Establish and implement policies regarding the license fees</li> <li>• Establish and implement policies to ensure the public interest of broadcasting</li> <li>• Enact and amend the laws relevant to broadcasting business entities under the Commission's jurisdiction</li> </ul>
	Radio and Television Policy Division	<ul style="list-style-type: none"> <li>• Establish and implement terrestrial broadcasting policy</li> <li>• Establish and implement policies related to the licensing, license renewal and permission for a change of terrestrial broadcasting business entities</li> <li>• Manage and supervise KBS, EBS and FBC</li> <li>• Establish and implement policies related to broadcasting disasters and disaster broadcasting</li> </ul>
	Broadcasting Promotion Policy Division	<ul style="list-style-type: none"> <li>• Responsible for the approval and reapproval of the general service program providers, establish policies for the general service program providers</li> <li>• Responsible for broadcasting frequency, development and implement plans for the efficient use of frequency</li> <li>• Responsible for the approval, reapproval, permission for a change of new media such as CATV broadcasting business entities, and obtaining consent for the enactment and amendment of laws</li> <li>• Responsible for establishing policy on public interest and channels for disabled people, and for the selection and recognition of such</li> </ul>

Departments		Job Description
Broadcasting Policy Bureau	Regional Media Policy Division	<ul style="list-style-type: none"> <li>Establish and implement the policies related to the development of regional broadcasting</li> <li>Establish and implement terrestrial DMB policy, manage its approval and reapproval</li> <li>Monitor and manage Community Media Centers and establish media education policy</li> <li>Establish and implement policies for the promotion of viewer rights and interests</li> </ul>
Consumer Policy Bureau	Consumer Policy Coordination Division	<ul style="list-style-type: none"> <li>General management of broadcasting and communications user protection policy</li> <li>Enact, amend and analyze laws related to the broadcasting and communications user protection</li> <li>Manage telecommunications finances and the resolution of disputes</li> <li>Establish, operate and improve system for the Communications Dispute Conciliation Committee</li> <li>Establish and operate Internet damage counseling center</li> </ul>
	Internet Consumer Policy Division	<ul style="list-style-type: none"> <li>Establish information and communications network user protection policy, and enact and amend laws</li> <li>Develop and distribute user identification method</li> <li>Develop and adopt measures to prevent the transmission of illegal commercial information, and regulate and control illegal commercial information</li> <li>Develop and adopt measures to promote cyber ethics</li> <li>Establish industrial policy and location information promotion and protection policy</li> </ul>
	Telecommunications Market Investigation Division	<ul style="list-style-type: none"> <li>Improve systems to ensure a fair competition environment for the communications market</li> <li>Investigate and impose corrective actions against the violations of laws by communications business operators</li> <li>Analyze communications market trend and conduct market monitoring</li> </ul>
	Consumer Protection Division	<ul style="list-style-type: none"> <li>Improve the communications service user protection system</li> <li>Educate and promote the use of communications services and damage prevention</li> <li>Conduct fact-finding investigation and take corrective action against telecommunications business entities for undermining user interests</li> </ul>
Consumer Policy Bureau	Digital Illegal Harmful Information Response Division	<ul style="list-style-type: none"> <li>Implement the determinations on communications by the Korea Communications Standards Commission</li> <li>Cooperate with other related organizations in blocking illegal information in the information and communications network</li> <li>Protection of youth in the information and communications network</li> <li>Establish policies to prevent the distribution of illegal and harmful information in the information and communications network</li> </ul>
Consumer Policy Bureau	Mobile Distribution Investigation Team	<ul style="list-style-type: none"> <li>Monitor the mobile communications terminal devices market and develop investigation plans</li> <li>Matters concerning the prohibition on discriminative subsidy payment for the mobile communications terminal devices, restriction on excessive payment and operating a system for publicly notifying the terms and conditions of the subsidy payments</li> <li>Investigate and impose sanctions against any unfair practices of mobile communications business operators and distributors under the Mobile Device Distribution Improvement Act</li> </ul>

## II. Status and Policy Objectives of the Korea Communications Commission

Departments		Job Description
Broadcasting Infrastructure Bureau	Broadcasting Infrastructure Coordination Division	<ul style="list-style-type: none"> <li>• Develop and implement a system to ensure universal access rights, and enact and amend laws</li> <li>• Establish and implement policies related to broadcasting language, support the establishment of the broadcast review policy</li> <li>• Select and present awards for outstanding programs and develop methods to use them</li> <li>• Establish and support children and youth protection policies for broadcasting programs</li> </ul>
	Broadcasting Advertisement Policy Division	<ul style="list-style-type: none"> <li>• Amend the laws and reform regulations related to broadcasting advertisement and sponsorship</li> <li>• Responsible for the broadcasting advertisement sales agencies' competition policy</li> <li>• Provide broadcast advertising assistance for SMEs, establish and implement policies to promote public advertisements</li> <li>• Monitor violations related to broadcasting advertisements and sponsorship announcements</li> </ul>
	Programming and Evaluation Policy Division	<ul style="list-style-type: none"> <li>• Responsible for matters related to the enactment and amendment of production outsourcing laws, establish and implement the relevant policies</li> <li>• Develop the basic plan for broadcast evaluation, undertake the review, enact and amend relevant laws</li> <li>• Announce the programming ratio of each program, establish and implement the mid-to-long term broadcast programming policies</li> <li>• Conduct surveys of viewer assessment, establish and implement relevant policies</li> </ul>
	Media Diversity Policy Division	<ul style="list-style-type: none"> <li>• Develop and implement the master plan on the diversity of opinions in broadcasting</li> <li>• Develop and implement the basic plan for the broadcasting market competition evaluation</li> <li>• Investigate and determine the share of audience by broadcasting business entities</li> <li>• Develop and implement policies to assist those with limited access to broadcasting such as those with disabilities</li> </ul>
	Broadcasting Market Investigation Division	<ul style="list-style-type: none"> <li>• Investigate the illegal activities of operators and take the corrective measures</li> <li>• Regulatory reform to ensure fair competition in the broadcasting market</li> <li>• Announce broadcasting business entities' asset status and conduct business analysis</li> <li>• Responsible for directing broadcasting related dispute settlement</li> </ul>
General Affair Division	<ul style="list-style-type: none"> <li>• Manage personnel, awards, disciplinary actions, employee training and the remuneration of the Commission and its affiliate organizations' government employees</li> <li>• Responsible for auditing the Commission and its affiliate organizations, investigate and manage complaints and violation of laws</li> <li>• Assist the commissioners, manage protocol and the security of the complex</li> </ul>	
Broadcasting and Communications Office	<ul style="list-style-type: none"> <li>• Investigate and manage the programming ratio</li> <li>• Operate the advisory committee on domestic product recognition</li> <li>• Responsible for licensing the assistant terrestrial broadcasting stations</li> <li>• Conduct investigations and impose administrative measures against illegal spam</li> <li>• Conduct inspection of information and communications service providers</li> <li>• Impose administrative fines</li> </ul>	

### c. Public Organizations and Related Organizations Under the Jurisdiction of the Commission

The Korea Broadcasting Advertising Corporation (KOBACO) and Community Media Foundation (CMF) are public organizations under the jurisdiction of the Commission, and the Korean Broadcasting System (KBS), Korea Educational Broadcasting System (EBS) and the Foundation for Broadcast Culture (FBC) are the related organizations under the jurisdiction of the Commission. Their legal basis and key functions are outlined in [Table II-4, 5].

[Table II-4] Public Organizations Under the Jurisdiction of the Commission

Agency	CEO	Name	Legal Basis	Key Functions
Korea Broadcast Advertising Corporation (KOBACO)	President	Lee Baekman	Article 24 of the 「Act on Broadcast Advertising Sales Agencies, Etc.」	Manage projects to promote broadcast advertising sales agencies and the balanced development of broadcast advertising
Community Media Foundation (CMF)	Chairman	Cho Hangyu	Article 90(2) of the 「Broadcasting Act」	Promote viewer rights and interests, encourage viewer participation

Note) The Community Media Foundation (CMF) has been designated as a public organization on Feb. 3, 2016

[Table II-5] Related Organizations

Agency	CEO	Name	Legal Basis	Key Functions
Korea Broadcasting System (KBS)	President	Kim Euicheol	Article 43 of the 「Broadcasting Act」	Broadcast home and abroad, promote broadcasting culture and manage relevant projects as the national key broadcasting service
Korea Educational Broadcasting System (EBS)	President	Kim Yuyeol	Article 7 of the 「Korea Educational Broadcasting System Act」	Provide broadcasting content on education, knowledge, information, culture and conduct R&D related to educational broadcasting
Foundation for Broadcast Culture (FBC)	Chairman	Kwon Taeseon	Article 5 of the 「Foundation for Broadcast Culture Act」	Conduct research and offer academic projects to advance and develop broadcasting culture

### d. Budget Expenditure in 2021

The budget expenditure for 2021 is a total of KRW 242.4 billion. By budget, KRW 48.3 billion was allocated to the general accounts, while KRW 194.1 billion went to the Broadcasting Communications Development Fund. By area, KRW 63.7 billion was allocated to communications and KRW 173.7 billion to broadcasting (including culture and tourism). By function, payroll accounts for KRW 22 billion, basic expenses were KRW 3.5 billion, and key services cost KRW 217 billion. The details are shown in [Table II-6].

[Table II-6] Budget Expenditure of the Commission in 2021

(Unit: KRW 100 million)

Classification		2020 (A)	2021 (B)	Change (B-A)	%	
Total Expenditure <I+II> (Total=Total Expenditure + Fund Management Costs + Internal Transaction + Surplus Funds)		2,553 (13,630)	2,424 (14,530)	Δ129 (900)	Δ5.1 (6.6)	
By Source	I. General Budget Accounts	569	483	Δ86	Δ15.1	
	II. Broadcast Communications Development Fund (Total=Expenditure + Fund Management Costs + Internal Transaction + Surplus Funds)	1,984 (13,109)	1,941 (14,530)	Δ43 (1,421)	Δ2.2 (10.8)	
	① Expenditure	Subtotal (㉑+㉒)	11,860	12,518	658	5.5
		㉑ Korea Communications Commission	1,984	1,941	Δ43	Δ2.2
		㉒ Ministry of Science and ICT	9,876	10,577	701	7.1
	② Fund Management Costs	44	44	0	0.0	
	③ Internal Transaction (Commission Funds Deposited)	10	59	49	490.0	
	④ Indemnification Expenditure (Fund Surplus Management)	1,195	1,910	715	59.8	
By Area	☐ Communications	681	637	Δ44	Δ6.5	
	☐ Broadcasting (Culture and Tourism)	1,872	1,787	Δ85	Δ4.5	
By Function	☐ Payroll	223	220	Δ3	Δ1.3	
	☐ Basic Expenses	37	35	Δ2	Δ5.4	
	☐ Major Project Costs	2,294	2,170	Δ124	Δ5.4	
	① Broadcasting Infrastructure Improvement and Promotion of Viewer Rights and Interests	1,137	1,016	Δ121	Δ10.6	
	② Creating a Fair Competition and Safe Information Use Environment	287	239	Δ48	Δ16.7	
	③ Promoting Media Diversity and Content Competitiveness	753	778	25	3.3	
	④ Operational Support for Broadcasting and Communications	117	137	20	17.1	

Note) Δ : Decrease

### e. Status of the Government Initiated Legislation in 2021

The Commission submitted an amendment proposal for the 「Mobile Device Distribution Improvement Act」 to the National Assembly (Dec. 2021) to raise the upper limit of the subsidy provided by the distributor to the buyer from 15% to 30% of the publicly announce subsidy for the vitalization of competition in the mobile device market.

### 3. Key Policy Achievements in 2020

The Commission implemented project by setting the vision as, ‘Vibrant Broadcasting and Communications, Trusted Media’ to breathe in vitality to the broadcasting and communications industry, build a trusted media, and respond to the dysfunctions of the AI era preemptively. Also, the policy goals were set to: first, ‘build a vibrant broadcasting and communications ecosystem’ by securing growth engines through regulatory innovation, strengthening Hallyu broadcasting content, and creating a fair competition environment in the broadcasting and communications market; second, to ‘create a trusted broadcasting environment’ by strengthening the public accountability of broadcasting expanding public participation, and reinforcing the reliability of disaster broadcasting; and third, to ‘enhance broadcasting and communications users’ rights and interests’ by proactively responding to illegal and harmful information, strengthening user protection in the intelligent information society and improving support for vulnerable groups. Major policy achievements in 2020 are as follows.

#### a. Creating a Vibrant Broadcasting and Communications Ecosystem

The Commission established a mid-to-long-term regulatory preparation plan to respond to the changing media environment, strengthen the public service nature of broadcasting and secure global competitiveness. Moreover a bill to partially amend the Broadcasting Act, including the permissible range of sponsorship and sponsorship announcement, was prepared to increase the transparency of sponsorship transactions and prevent those that may undermine the fairness of broadcasting. Additionally, the Commission exerted efforts to secure growth engine for the broadcasting and communications ecosystem through regulatory innovation, including securing effectiveness of prohibited action investigation by passing the partial amendment to the Enforcement Decree of the Act on Broadcast Advertising Sales Agencies, prepared a draft amendment of the Broadcasting Act to improve the reasonableness of the administrative fine according to the substance and nature of the violation, prepared a new regulatory system to respond to broadcasting and communications convergence environment, established a new concept of audiovisual media and presented a policy plan to promote terrestrial UHD broadcasting after collecting opinions of the people related to the terrestrial UHD, etc.

Moreover, the Commission has striven to reinforce the broadcasting content production ability through excellent programs with high possibility of distribution, participating in overseas content market, establishing and operating customized educational program, etc., and contributed to raising the public awareness of unification by supporting the production of unification-related broadcast programs. Also, contributions were made to strengthening of co-production of broadcast programs between countries and to promote the overseas expansion of Korean broadcast content by hosting an online international broadcasting co-production conference. The Commission presented Korea’s Country of Honor showcase at the ‘MIPCOM (Marche International des Programmes de Communication) 2020’, the world’s largest broadcasting content video market. The Commission introduced the Korean broadcasting programs’ excellence, creativity and production abilities, etc. and hosted network business meetings between the small-and-medium sized broadcasting producers and overseas business entities to strengthen the network to develop overseas sales routes.

The Commission strove to create a fair competition environment of the broadcasting and communications market.

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Administrative fine was levied on the three major mobile communications companies for violating the Mobile Device Distribution Improvement Act, and the Commission operated a committee to improve the distribution structure of the mobile devices and to improve the transparency of the mobile communications market. The Commission also held a symposium to improve the distribution structure. Also, the Commission promoted for a healthy distribution market of devices by expanding the detailed monitoring and improving the prior approval system, etc.

Moreover, the Commission exerted efforts to establish fair transaction order and co-existence collaboration through presentation of the result from inspection on compliance with the guideline on the external production transaction of broadcast programs, establishing and operating a committee on the Internet mutual development, disclosure of results from 2020 user protection assessment, focused monitoring of premium commercial messages and linked programming between broadcasting company and home-shopping, fact-finding survey on actions violating the Act on Broadcast Advertising Sales Agencies and operating a task force on the autonomous improvement of paid broadcasting, etc.

### **b. Create a Trusted Broadcasting Environment**

The Commission contributed to reinforcing the public accountability of broadcasting business entities by establishing a detailed plan on the license renewal for terrestrial broadcasting business entities in 2020, in response to the competition intensification and changes of the broadcasting media due to the incoming of global media, conducted strict license renewal, reapproval evaluation and inspection through collection view opinions from the ‘People’s Question’, and assessed work-suspension disposition for six months for business entities with violations related to license and approval.

Also, the Commission selected and awarded the ‘KCC Broadcasting Awards’ to promote improved viewer satisfaction and the development of broadcasting content industry through inspiring broadcasting producers’ creativity and vitalizing the broadcasting content productions.

The Commission presented the third plan to support the development of regional broadcasting to help the regional and small-and-medium sized broadcasting companies having difficulty surviving in an environment where IPTV and OTT are growing and the advertising market is declining, and created a basis for sustainable development and independence by implementing the project to strengthen content competitiveness for regional and small-and-medium sized broadcasting companies for 2020. The Commission also promoted a project to market the regional broadcasting content and vitalize distribution through supporting participating in the domestic and overseas content market and overseas pitching forum for the excellent programs of regional and small-and-medium sized broadcasting companies, establishing a system of collaboration with OTT business entities, supporting the re-production of content, providing customized education, etc. and gained a foothold to enter the domestic and overseas content market.

Moreover, the Commission tried to protect the rights and interests of the vulnerable people engaged in broadcasting in efforts to prepare the ‘Guidelines on the Standards for Protecting the Rights and Interests of Children and Adolescents in Programs,’ and launched a campaign called, ‘The Operator May Hang Up First!’

The Commission strove to establish a governance structure not being influenced by politics and the but asking the public approval by preparing plans to improve the governance structure of the public broadcasting corresponding to the people’s desire for media reform.

The Commission and the Korea Broadcasting Advertising Corporation (KOBACO) jointly held the Korea Public Service Advertising Festival and selected 27 award recipients to spread the public service advertising the public could relate to. Also, the Commission decided on a partial draft amendment to the Notice on the Programming of Broadcasting Programming to improve the public service advertising system. This revision of the notice will ease the burden of small broadcasters suffering under the COVID-19 outbreak and promote public service advertising from broadcasters with significant media influence, thus helping to promote the social value of public service advertising and the public service nature of broadcasting.

Moreover, the Commission endeavored to deliver reliable disaster prevention and quarantine information through disaster broadcasting to enable the public to respond quickly to natural and social disasters, such as typhoons and COVID-19. To improve the disaster broadcasting reception environment, the reception of FM radio and DMB from roads, railroad tunnels and subways were measured and the reception environment was improved. Also the Commission protected the people's lives and properties by preventing broadcast disasters by guiding and inspecting the implementation of the 2020 Broadcast Disaster Management Plan and conducting the safety inspections of key broadcast facilities to make sure that the public is provided with disaster broadcasting smoothly even amid broadcast disasters by responding and recovering rapidly.

The Commission organized and operated an emergency preparedness task force to respond to new infectious diseases and social disasters, provided a systematic response by amending the disaster broadcasting related guidelines and manual and deliver prompt and accurate information to the public, thereby minimizing social anxiety.

The Commission also expanded the provision of disaster information to the vulnerable group through Korean sign language and foreign language subtitles.

### c. Promote User Rights and Interests

As the amendments to the law reinforcing the responsibility of the Internet service providers for preventing the distribution of illegal films, etc. was enacted by the National Assembly, the Commission completed the amending and enacting the Telecommunications Business Act, Act on Promotion of Information and Communications Network Utilization and Information Protection, Etc. and related Enforcement Decrees and began implementing the related system. Also, 10 expert organizations and institutions were designated to provide support with deleting digital content on sex crimes and we expect the distribution of illegal films to decline. Moreover, the Commission conducted an onsite inspection of the special value-added telecommunications business operators (webhard and P2P) to prevent the distribution of illegal obscene materials and illegal films, and to prevent the body cam phishing of adolescents, a body cam phishing protection was added to the cyber security zone application.

Also, the Commission established a fact-checking open platform (Fact Check Net) to prevent disinformation by verifying facts, and offered public training on fact-checking. To discover and promote the best practices in fact-checking, the Commission created and transmitted promotional content and held a contest.

The Commission imposed a penalty fine against Google LLC for having restricted the users' cancellation without good cause and violating the obligation to inform essential matters, such as service fees and the ways to exercise the right to withdraw, and also imposed remedial orders on its business procedures to correct the violations. Also improvement

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measures were taken to more clearly inform the users on important terms, such as monthly charge, etc. when subscribing to additional paid services and make the cancellation procedure easier when using PASS apps. Moreover, the Commission imposed corrective actions according to the Telecommunications Business Act against 21 online newspaper business entities that provide or supply Internet news services online for restricting the deletion of inconvenient advertising on the Internet. The Commission, also, imposed penalty surcharges against four wired communications business operators for the false and exaggerated advertising of the combined products and amended the false and exaggerated advertising guidelines. The Commission imposed a corrective order and a penalty surcharge against KT Powertel Co., Ltd. for violating Article 50(1)(5) and (5)(2) of the Telecommunications Business Act, and conducted an intensive crackdown, in joint efforts with the Ministry of Food and Drug Safety, to control the dissemination of deceptive commercial advertising during the COVID-19 outbreak. The Commission exerted efforts to prevent damage from fraud during the distribution of terminal devices and to relieve any inconveniences by distributing promotional and press materials on damage prevention.

The Commission established the Intelligent Information Society Policy Center under the Korea Information Society Development Institute(KISDI) to establish a user protection policy for the AI era, and the Center is composed of the research and innovation section that supports user-centered policy development and the policy execution section that operates the policy network with various stakeholders. The Commission and KISDI held an online International Conference on the Ethics of the Intelligent Information Society and discussed the user protection methods from the proliferation of artificial intelligent technology. Also, the result of the Intelligent Information Society User Panel Survey was announced, which will be used as a primary material for devising user protection plans.

Since the implementation of the telecommunications dispute resolution system, the Commission (1) opened the Telecommunications Dispute Resolution Center, which provides extensive support for user complaints from consultation to the dispute resolution; (2) established the Telecommunications Dispute Resolution Support System to handle and resolve grievances and disputes that arise during the use of telecommunication services and between users and operators; and (3) published a Casebook on the Telecommunications Dispute Resolution to provide grievance resolution opportunities for users with similar communication services experiences and increase the predictability of the dispute resolution. Moreover, the Onestop Switching Service was implemented to allow the users to change the combined services of paid broadcasting or broadband by applying for the subscription to an operator who would cancel the user's existing services at the same time, and the Commission expanded the insurance coverage to more terminal devices (SKT's no contract iPhones). The Commission also conducted the on-site inspection of the exclusive contract system for collective buildings and promoted system improvements. Also, the Commission and the Korean Internet & Security Agency(KISA) presented the results of the Survey on Spam Distribution for the First Half of 2020, and the Commission is actively cooperating with the related organizations to prevent damages to the user from illegal spam. The Commission presented the result of the quality evaluation for 2019 to improve the quality of location information used for emergency rescue and support the rescue activities of related institutions. Moreover, the Commission held a competition for new businesses to promote the location information industry and managed the consulting and the progress of the commercialization of the winners' projects.

On the other hand, to provide viewer support services without discriminating one region from another, the Commission established Community Media Centers in new regions and provided a systematic basis for promoting

viewer rights and interests through the Community Media Foundation. In 2020, two new regional Community Media Centers were completed, and the Commission, Ministry of the Interior and Safety and the Community Media Foundation signed a Business Agreement to Revitalize Community Media. Also, the Commission launched the Accurate and Safe Subscription to Paid Broadcasting for the Senior Citizens campaign and made promotional video and poster.

The Commission strengthened media education to enhance broadcasting and communications understanding, use and production capabilities of the people, and narrowed the regional media disparities and encouraged social participation through media by organizing home-visiting services for vulnerable groups. Moreover, the Commission implemented the Internet ethics education for everyone, held the Internet Ethics Competition and is providing active support to create a healthy Internet culture through the opening of the Seoul Internet Ethics Experience Center.

The Commission consulted with broadcasters and other relevant entities to improve disabled people's access to broadcasting, and as a result, terrestrial broadcasting began delivering Korean sign language broadcasting in the main news programs. The Commission plans to actively promote the revision of the Notification on Access to Broadcast Material for Disabled People by Providing Programs for Disabled People. Also, the Commission tried to improve access to broadcasting for the underprivileged and disabled people through the distribution of TVs for the underprivileged visually impaired and deaf, opening of a website (Damo) that collects content catered to the people with developmental disabilities in one place, and expanded broadcasting for disabled people (Korean sign-language) related to the new infectious COVID-19.

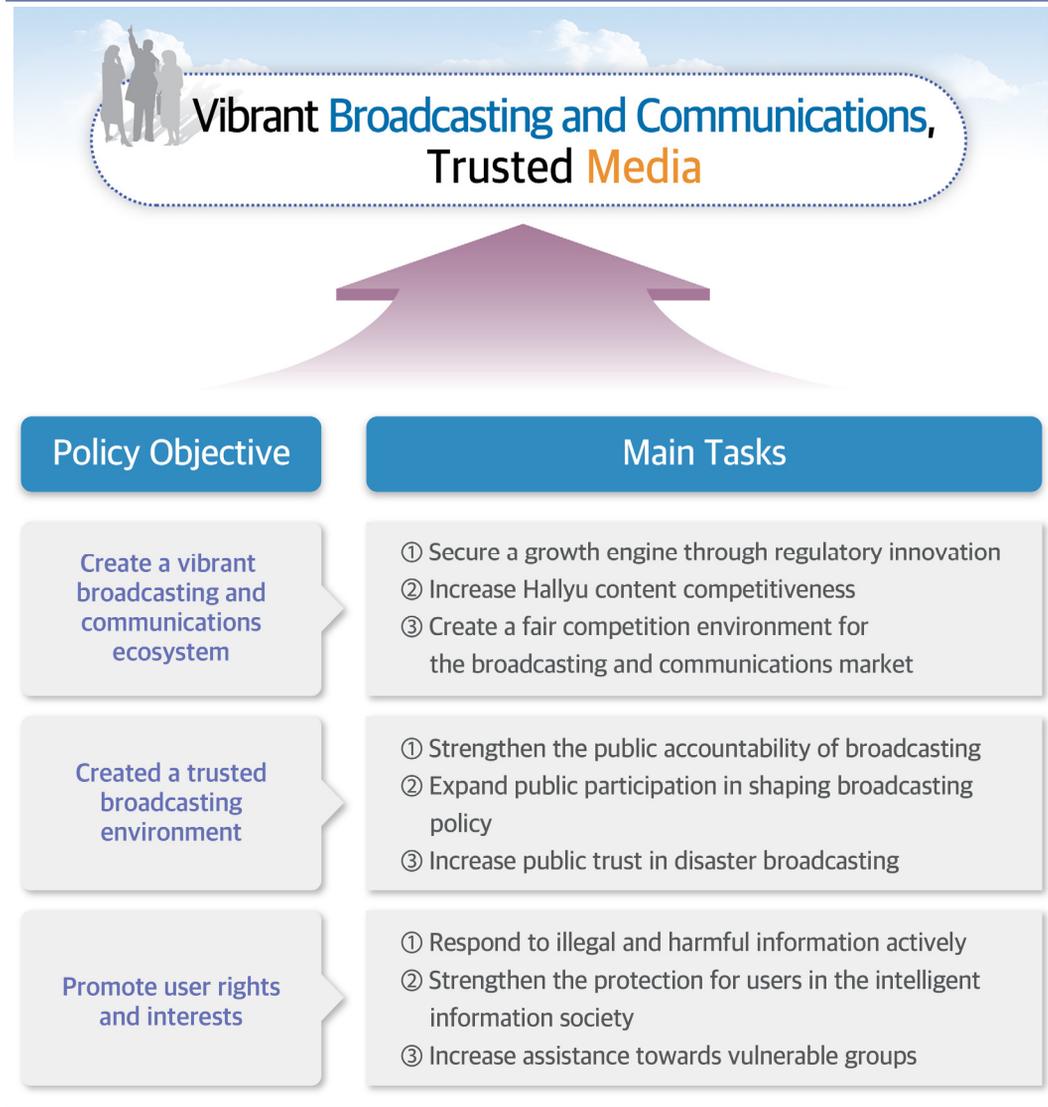
The Commission is providing assistance to SMEs having difficulty accessing broadcast advertising due to the burden of expenses through the Supporting Innovative SMEs' Broadcast Advertising in 2020. Also, the Commission supported small business owners to produce broadcast advertising and transmit them through regional broadcasting media.

To enhance the access to the communications services, the Commission promoted to provide education and information to prevent damages from communications services through MOUs with the relevant agencies, and through the Wise User website, the Commission disclosed information on wireless data consumption rate for IoT devices, video OTT apps and other major apps. Also, the Commission established and operated an early warning system for the public through the public-private partnerships between the Commission, mobile communications business operators and related organizations to prevent damages from new telecommunications financial crimes, and the 11<sup>th</sup> Communication Services Users' Week was held online, where various programs, such as presentations on the best practices, award ceremony and talk concert, etc. were presented. Moreover, the Commission published the Customized Guidebook for the Smart Users of Communication Services to prevent communication services damage and strengthen the competencies of the vulnerable groups and contributed to the reduction of household communication costs.

## 4. Major Policy Goals in 2021

The Commission set this year's vision as 'Happy Media World with the People' so the broadcasting and communication services and media can be trusted by, grow with and contribute to the happiness of the people. Also, the four policy goals are: first, 'expanding the public service of broadcasting' through strengthening the public accountability of the broadcasting in the media convergence era, strengthening the public service of media, the sophistication of the disaster broadcasting response system and broadcasting resources structure reform; second, strengthen responses to disinformation and illegal digital content through supporting the private fact-checking, 'strengthening the responses to disinformation and strengthening responses to illegal information', such as digital content on sex crimes, etc.; third, 'supporting the growth of broadcasting communications' through improving the vitality of media industry, broadcast advertising regulations system innovation and creating a fair competition environment; and finally, fourth, 'establishing a user-centered digital embracing society' through the one-stop resolution of people's inconveniences, relieving the media welfare disparities for the vulnerable group, strengthening the communications capability of digital media, user protection and reinforce capabilities in the intelligent information society and strengthening the protection of online platform users.

[Figure II-3] Vision and Policy Objectives





Korea Communications Commission  
Annual Report

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# III

## Broadcasting and Communications Policy Outcomes in 2021

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Broadcasting and Communications  
Policy Outcomes in 2021



## III.

## Broadcasting and Communications Policy Outcomes in 2021

### Chapter 1 | Expanding the Public Service of Broadcasting

#### 1. Strengthening the Public Responsibilities of Broadcasting in the Media Convergence Era

##### a. Improving the Permission, Approval and Evaluation System by Media

###### 1) Improving the Permission and Approval System to reflect the Characteristics of Each Media

As the market dominance and the influence on the public opinion of the terrestrial, general service and news reporting PP are changing due to the spread of portals, YouTube and OTT, etc., the need to improve the existing permission and approval system has been raised continuously. Especially, the need to establish a new evaluation system that can be applied specifically to the public broadcasting by improving the license renewal system applied to both the public and private broadcasting has become even more important with the concern for neglecting the public responsibilities of the public broadcasting due to the changes in the broadcasting environment, such as the occurrence of social disaster and an increase in the false and falsified information, etc.

As such, the Commission intended to newly define the public responsibilities of the broadcasting that correspond to the media convergence era and to establish a permission and approval system that reflected the characteristics of each media, such as TV and radio and public and private broadcasting, etc. To this end, a research group, composed of external experts, was formed since Jun. to discuss the methods to differentiate the permission and approval system by the characteristics of each media and business operators, and methods to improve the review and evaluation method and to improve the efficiency, etc.

The Commission plans to create a permission and approval system that newly defines the public responsibilities of broadcasting and reflects the characteristic of each media to fit the media convergence era. Especially in the case of the public broadcasting, the license renewal system is expected to be replaced with an 'Agreement on Public Responsibility' between the Commission and the public broadcasting to reinforce the public responsibilities, and the implementation of the agreement will go under strict inspection. The Commission plans to improve the permission and approval system according to the broadcasting media type, method of establishing the permission validity period, broadcasting evaluation, etc. by gathering wide opinions and policy research, etc.

## 2) Partial Amendment of the 「Rules on the Broadcasting Evaluation」

The Commission passed the partial amendment to the 「Rules on the Broadcasting Evaluation」 at the 56<sup>th</sup> meeting held on Dec. 15, 2021.

This amendment to the rule was proposed to improve the evaluation method by strengthening the public responsibilities of broadcasting and reflecting the characteristics of each media in accordance with the changes in the broadcasting environment. The discussion of the expert research group, information session and collection of opinions from the business operators, deliberation by the Broadcast Review Committee and administrative notice (Nov. 15~Dec. 5, 2021) were conducted from Mar. to Dec. of 2021.

The substance of the major amendments are as follows:

The points allocated to the items evaluated by the viewer committee have been extended for the viewer committee to be operating more effectively to improve the public responsibilities of broadcasting. A new evaluation method was introduced, such as operating a window for the viewer committee members to express their opinions at all times while points for the distribution of the viewer evaluation programs have been extended.

More points were deducted for the court's ruling on false reports to prevent social issues and viewer damage from the spread of false information and to not damage the principle of journalism.

Also, an evaluation on the operating of the voluntary regulation system for the broadcasting companies to comply with the code of ethics voluntarily and newly introduced an evaluation item on the use of the standard production guideline to guarantee the rights and interests of children and adolescent casts during the production.

Moreover, new evaluation items were added for the programming of unification-related programs to restore the national homogeneity and to include a special disaster warning for people with disabilities.

Lastly, the submission period for the broadcasting evaluation materials has been stipulated within two months and 10 days were given to raise objections so that additional materials can be submitted. When additional materials were submitted, the amendment makes a clear foundation for the Broadcasting Evaluation Committee to deliberate on the materials.

The amended 'Rules on the Broadcasting Evaluation' is implemented from Jan. 1, 2022.

## b. Evaluating the Public Responsibilities of the Public Broadcasting

Although the demand on the public broadcasting is increasing ever more with the recent social disaster and increase in false and falsified information, there is a growing concern over the neglect of public responsibilities by the public broadcasting amid the changes in the broadcasting environment. Also, as providing quick and accurate information and high-quality content are becoming more important due to the intensification of media competition and disaster becoming a norm, reinforcing the role of broadcasting in the public is needed more. The need to establish a new evaluation system that can be applied differently to public broadcasting by improving the license renewal system that was applied equally to both public and private broadcasting has been raised. As such, the Commission proceeded to introduce a 'Public Broadcasting Agreement System' that can stipulate the responsibilities of the public broadcasting, different than that of the private broadcasting, and to guarantee the implementation.

It was pointed out that the current evaluation system for license renewal, which is applied equally to all broadcasting companies, cannot accurately evaluate whether the public broadcasting has satisfied its responsibilities and requested a change into a public broadcasting agreement system. In case of BBC, the government and the broadcasting company execute an agreement that stipulates the list of public services, types, regulatory conditions and obligations, etc. from granting of permission, etc. in 10-year cycle. The Commission established a proposal for an agreement system that replaces the license renewal system with an ‘agreement’ between the Commission and the public broadcasting to reinforce the public responsibilities of the public broadcasting and to strictly inspect the fulfillment of the agreement. The agreement is composed of the role of delivering, and a place to discuss, reliable information, social integration and viewer participation by reflecting various communities, guarantee of efficient operation and operating principles, etc. In the future, the Commission plans to discuss the specific organization, public roles, operating principles, etc. with the public broadcasting, method of introducing the agreement system and the draft amendment of the ‘Broadcasting Act’, etc.

### c. Improving the Procedure on the Appointment of the Executives of Public Broadcasting

The need to improve the procedures to appoint the executives of the public broadcasting, such as directors and presidents, etc., has been raised continuously. The Commission tried to establish an improvement method to secure independence, fairness and autonomy of the public broadcasting as the foremost task in media reform. To ensure independence and the fairness of the public broadcasting, it has been widely recognized that establishing a governance structure not influenced by politics is the most important starting point. The Commission established a ‘plan on the appointment of executives of KBS, FBC and EBS’ to improve the procedure for appointing the directors and presidents of the public broadcasting (KBS, EBS, etc.) in Jul. 2021. An interview of the candidates for the directors and presidents of public broadcasting was introduced for the first time in 2021, and the commissioners asked questions, on behalf of the people, after disclosing the applications of the candidates and collecting public opinion, and released the substance of the interviews to vitalize public participation and to improve transparency and fairness. In the future, the Commission will continue to support the amendment of laws related to broadcasting and to improve the related system to improve the procedure to appoint directors and presidents.

## 2. Strengthening the Public Service of Media

### a. Strengthening the Public Service of Broadcast Programs

The need to improve the public service and public interest of broadcast programs has heightened. This is because there is a growing concern over the commercialization of broadcasting and the lowering of public interest as the competition is becoming intensified and the diversification of broadcast media from global media coming to Korea. Especially the general service PP is recognized to stably settle into the market, in terms of ratings, advertising sales, etc., but the government, civic groups and media have pointed out the issues with the fairness of broadcasting and public responsibilities, etc. and requested the roles of the regulatory agencies.

To strengthen the fairness of the broadcast programs, the Commission has strictly evaluated the records related to public responsibilities of broadcasting and its fairness and the plan for implementation during the license renewal of the terrestrial broadcast and improved the fairness and public interest through the strict inspection of their implementation. Also, the Commission strengthened the public responsibilities of broadcasting through the reinforced monitoring of broadcast deliberation and securing effectiveness in sanctions to prevent the re-occurrence of broadcast deliberation regulations violations, etc.

During the re-approval in 2020, the general service PPs were inspected thoroughly, with on-site inspections, etc., by providing conditions, such as maintaining less than five sanctions per year for violating the broadcast deliberation regulations and external objective diagnosis on current events and news reporting programs.

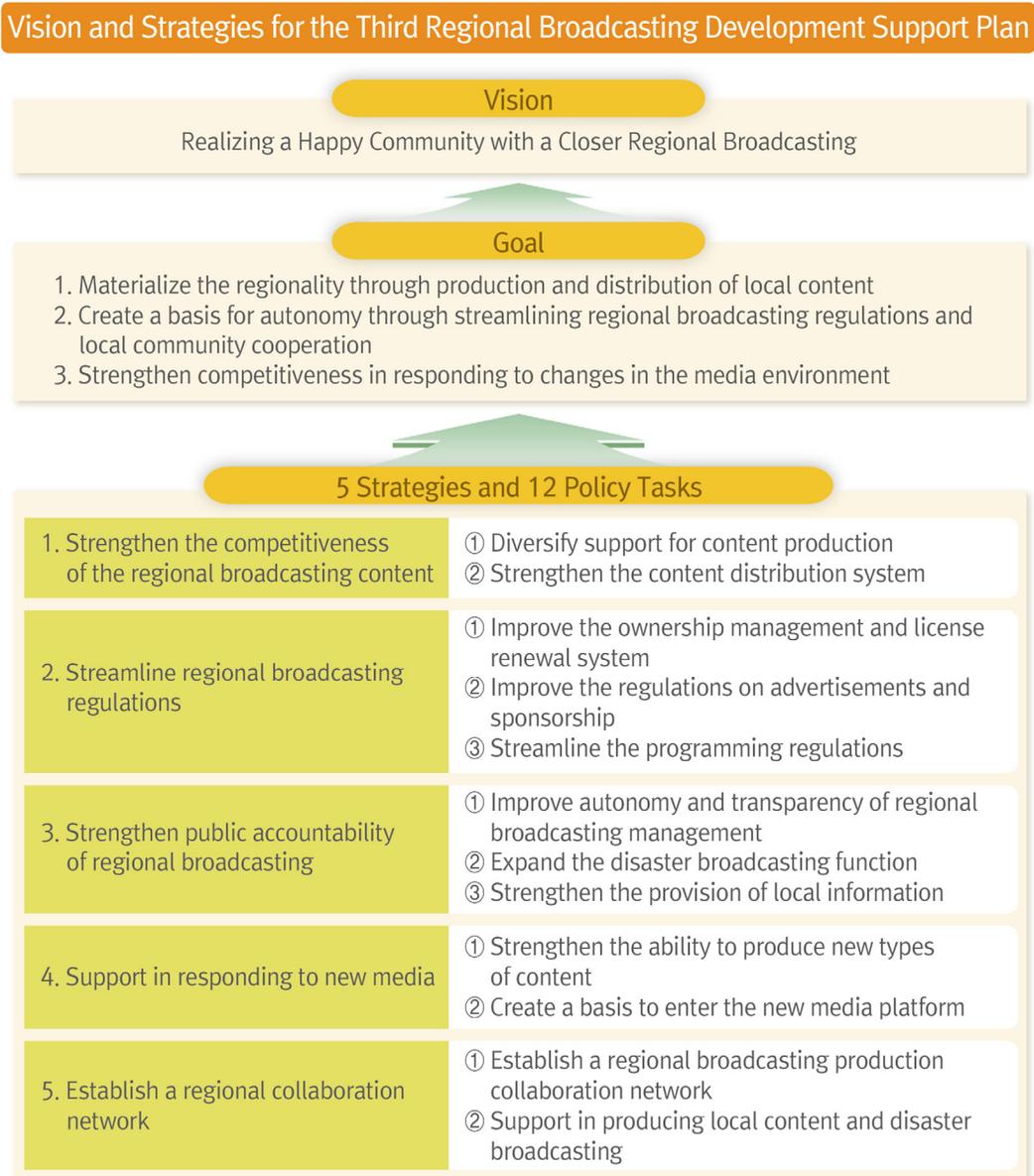
The Commission will thoroughly inspect if the broadcasters satisfy the license renewal, re-approval conditions to strengthen the public responsibilities and fairness of broadcasting. The Commission also seeks a policy direction for the development of media by establishing a permission and approval system according to the characteristics of each media and business operator.

### b. Supporting the Vitalization of Regional Broadcasting

#### 1) Establishing and Implementing the 3<sup>rd</sup> Regional Broadcasting Development Support Plan

The regional broadcasting contributes to realizing democracy as a communications platform that creates regional opinions, shaping the regionality and diversity through producing and airing regional programs and the balanced development of the nation through the vitalization of local economies. The sales of the regional broadcasting have continuously decreased recently, and the foundations for finance and personnel becomes weaker; therefore, the need to devise measures to vitalize the regional broadcasting is increasing. Moreover, it is urgent to create a basis to strengthen competitiveness and establish autonomous growth basis for the regional broadcasting, facing the risks for the continuous reduction of broadcast business, advertising and ratings. The Commission has exerted efforts to expand the basis to realize the regional characteristics by re-establishing the concept of regionality, and reviewing the methods to allocate public funds and programming and regional regulations, etc. Also, the Commission has established various policies and the support system needed by the regional broadcasting and created the basis for sustainable development and the autonomy of the regional broadcasting.

[Figure III-1] Vision and Implementation Strategies of the Third Regional Broadcasting Development Support Plan



The Commission has established the 「3<sup>rd</sup> Regional Broadcasting Development Support Plan (2021~2023)」 which aims to diversify support for the content production and distribution of programs including local materials, strengthen the response to regional disasters, and improve advertising and programming regulations to help regional broadcasters grow independently, fulfilling the role of regional media (Dec. 2020) pursuant to the 「Special Act on Assistance in Development of Regional Broadcasting」. The Commission has established a diversified support system for the regional broadcasting to grow independently and fulfill its role as the regional media based on the 3<sup>rd</sup> Regional Broadcasting

### III. Broadcasting and Communications Policy Outcomes in 2021

Development Support Plan. For this, the support for the content production and distribution of programs including local materials has been strengthened, the legal system has been improved, disaster broadcasting function has been expanded and advertising and programming regulations have been improved. In the future, the Commission plans to strengthen the function of the regional media, as a communications platform to shape the regionality and diversity of content and creating local opinions, by diversifying the content production and distribution support, comprehensive review to improve regulations, establishing the public service as the regional media and establishing a basis for independence.

#### 2) Support for the Vitalization of Production and Distribution of Regional Broadcasting Content

The Commission implemented the 2021 project to enhance the content competitiveness of regional, small and medium-sized broadcasters in order to establish a basis for creating profit by the regional broadcasting and to enhance the competitiveness of regional broadcasting content. The regionality and diversity was realized through supporting the vitalization of production and the distribution of content based on local materials, and expanded the supporting area to developing export content and new content for OTT, etc. The judging committee, composed of external members, selected and announce 35 programs to receive support on Mar. 30. In 2021, an area on local materials was newly established by focusing on securing the identity of regional culture and protecting the interests of local viewers, and is newly supporting the production of programs with strong regionality, such as program collaborating with the local government and public agencies and programs with local resident participation, etc. Especially, the Commission implemented support for a co-produced program ('A Nation Built by the People' decentralization jamboree hosted by Gangwon, Yeongdong MBC) that was co-planned and produced by 16 regional broadcasters to contribute to the realization of the local autonomy and people-centered democracy based on the grassroots democracy.

Moreover, diverse programs fulfilling the roles of regional broadcasting, such as a program that audits and analyzes the use of the local government budget related directly with common people, such as living, medical and childcare, etc., and proposing alternatives were included. As many as 138 programs from 31 regional and small-to-medium-sized broadcasters were submitted. The programs were produced to reflect the roles of the local media during the changing media environment and management deterioration of regional and small-and-medium-sized broadcasters. Among them, 35 programs from 16 companies (total of 3.1 billion) were selected by the judging committee, composed of relevant external members.

In order to enhance the production competitiveness of regional and small-and-medium-sized broadcasting programs, the Committee implemented the production support of a variety of programs to reflect the new media environment, such as the large-scale public interest programs and supporting new-type of content applying the new technologies to broadcasting, such as augmented reality (AR) and virtual reality (VR). The chairman Han Sanghyuk stated that "the regional and small-and-medium-sized broadcast program production support is expected to enhance the basis for the independence of the regional broadcasting in the rapidly changing media environment and to expand the role as a local media. Moreover, we will exert more efforts for the vitalization of the regional broadcasting so that they can play the important role of contributing to improving the welfare of regional viewers and promoting regional culture." Since 2014, the project has contributed to promoting regional broadcasting by helping them secure content competitiveness and producing high-quality broadcasting content.

[Table III-1] 2021 Project to Enhance Regional, Small and Medium-Sized Broadcasting's Content Competitiveness

Classification	Area	Subsidy	Maximum Subsidy per Program	Details
Local Materials	Regular	KRW 500 million	KRW 200 million or less	Support the production of regular programming to enhance localness, such as creating local opinion and magazine programs providing local information, etc.
Enhance Competitiveness	Regular	KRW 800 million	KRW 200 million or less	Support the production of outstanding regular programming using diverse topics and genre, such as travel, reality, art and culture, etc., to enhance competitiveness and vitalize the distribution of regional broadcasting content
	Special	KRW 1.5 billion	KRW 300 million or less	Need for UHD production with the support for the production of outstanding special programs that reflects the distribution potential both in Korea and overseas in order to enhance the competitiveness and diversity of regional broadcasting (able to transmit in HD) ※ Can support production for 2 years in case of large-scale public interest
	Pilot	KRW 200 million	KRW 100 million or less	Support production for discovering new genres and topics and to induce regular programming in the future
New-Type Content		KRW 400 million	KRW 50 million or less	Support production of new content for new Internet-based platform, such as OTT and mobile, etc., in order to increase interest in regional broadcasting by diverse channels through responding to demand for new media content and expanding the local resident participation

The Commission supported the vitalization of distribution to vitalize the regional broadcasting, such as participating in content reproduction and overseas content market (Telefilm in Vietnam, Jun.), as well as establishing the methods to improve the regulations for advertising and programming, such as allowing advertising during the intervals for terrestrial broadcasting (including regional broadcasting) (implemented from Jul. 2021) and alleviating the mandatory programming of genuinely produced by external producers by regional MBC (from 30 to 20%, implemented from Jan. 2022). Additionally, the Commission contributed to improving the welfare of regional viewers and promoting regional culture through comprehensive support in production, distribution vitalization, education and the training personnel of regional broadcasting programs, such as receiving 30 awards by 14 programs at the Korea Broadcasting Prizes, improving viewer satisfaction (from 86.1 points in 2017 to 87.3 points in 2021) and continuously creating profits from domestic and overseas sales (from 707 million in 2017 to 850 million in 2021).

### c. New Regional Radio Licenses

The Commission implemented the new licensing of a radio operator in order to recover the right to listen for the Gyeonggi-region from the closing of Gyeonggi Broadcasting (providing local information and communication). The 31<sup>st</sup> meeting was held on Aug. 4, 2021 to select a new radio broadcasting operator for Gyeonggi-do, and also deliberated and resolved policy direction related to selecting a new business operator.

After the close of Gyeonggi Broadcasting in Mar. 2020, the Committee has reviewed whether a new radio

### III. Broadcasting and Communications Policy Outcomes in 2021

broadcasting station is necessary in the Gyeonggi region when the radio broadcasting and advertising market is in decline and various matters related to the selection, and held five advisory meetings, one panel discussion and one public hearing during the process. After a careful deliberation, the Commission has decided to select a new business operator in consideration of various factors, including the role of the regional broadcasting in providing local materials, ensuring the right to listen of the Gyeonggi residents, etc.

As such, the Commission has set the policy goal as ▲ improving the roles and responsibilities of the terrestrial radio broadcasting of compliance with the broadcasting's public responsibility, fairness and public interest, ▲ securing diversity in media for the Gyeonggi region as a reliable regional broadcasting and contributing to the promotion of regional culture, and ▲ continuous production and distribution of local content through secure broadcasting operations, and also prepared a policy method to select a new business operator conforming with the policy goal.

According to the policy method, the frequency to be used by the new business operator will be 99.9MHz used by the Gyeonggi Broadcasting, and the broadcasting section is Gyeonggi-do and Incheon (excluding Gyeonggi-do, Ganghwa and Ongjin-gun), and allowed to broadcast all matters, including news. The initial capital was not presented but allowed the business operators to present reasonable size and financing plan to be evaluated. Moreover, the business operators need to present a 'plan on the performance and realization on regional, social and cultural contributions' to be evaluated, in consideration of the fact a local radio broadcaster is being selected.

The Commission conducted the public offering procedure according to the evaluation standards and procedures under the basic plan on the selection and evaluation of the radio broadcaster in Gyeonggi-region at the 41<sup>st</sup> meeting held on Sep. 15. The Commission revealed the announcement to select new radio broadcasters on Oct.1 and had received the applications until 18:00 on Nov. 12. An information session for the applicants was held on Oct. 7 to provide information on the evaluation standards, license application preparation, etc., and answered any questions. A total of seven corporations submitted the application for the radio broadcasting license in Gyeonggi-region, and the Commission reviewed the application, technical evaluation by the Ministry of Science and ICT, received opinions from relevant agencies and the opinions of the listeners. The final selection is expected to be made during the 1<sup>st</sup> quarter of 2022 by establishing and operating a judging committee.

#### d. Vitalization of Community Radio

##### 1) New License of Community Radio Broadcaster

The local content media that can deliver local information in a timely manner is becoming important and needed under the current situation with COVID-19. Also, the community radio is being evaluated as a broadcast optimized for the medial culture of participation and communication that can realize the broadcasting access, as the people have more access to media, wishing to participate in the production. As such, the Commission has implemented the vitalization of community radio broadcasting as a regional media that is produced by the local residents on small community's current issues, events and news.

The community radio broadcasting is a low-powered (less than 10W) radio broadcasting in small region, and currently there are seven broadcasting stations<sup>1)</sup> nationwide, that have been in operation since 2005. The community radio is a local media that is produced by the residents on the current issues, events and news of small communities,

not typically dealt with in larger broadcasts, and serves as a discussion forum for the community. Especially since COVID-19, it delivered local information in a timely manner and contributed to overcoming the disaster by creating community relationships. However, no new operators have been selected since its introduction. Therefore, the Commission has decided to select new operators to meet the spread of resident-participating media culture and to establish a basis for a stable operation of the community radio broadcasting, and on Feb. 24 held a general meeting to resolve the policy plan to issue new licenses to community radio broadcasters. This is expected to contribute to the vitalization of local communities and the expansion of the local residents' accessibility to broadcasting.

The Commission announced the selection of new business operators and received an application for the license of the community radio broadcasting from Mar. 8 to Apr. 30, 2021. The number of businesses to be selected was not pre-determined, and it was decided to select businesses that can produce localized programs by comprehensively considering the number of frequencies available and local needs, etc.

**[Table III-2] Overview on the Selection of New Community Radio Broadcasters**

- (Broadcast Subjected to License) Community Radio Broadcasting Business (Article 9(11) of the Broadcasting Act)
- (Number of Broadcasting Business) Not specified
  - License granted to qualified businesses in consideration of the available frequencies and local needs
- (Coverage Area) License by city, gun or gu administrative regions, as a rule, but may be established by considering the frequency environment, local/cultural/social characteristics
  - ※ The actual coverage area may differ depending on the permitted frequency and power
- (Frequency, output and validity) Frequency is FM bandwidth (88~108MHz), allowed output is less than 10W, and the license is valid within five years
- (Applicant) Non-Profit Corporation (including corporation to be created)
  - Exclude government, local government, religious organization, political party and other for-profit businesses (Article 8(14) of the Act)
  - Shall not own more than one community radio broadcasting station (Article 8(15) of the Act)
- (Sources of Fund) Fund raised by the business (autonomous management)
  - Contributions, subsidies from local governments, broadcast advertising revenue, revenues from the announcements of sponsors and other revenues (Article 13-2(2) of the Enforcement Decree of the Broadcasting Act)
- (Programming, Etc.) Broadcast programs in the main broadcast field which he/she has obtained a license for at least 60% of the total monthly broadcasting hours of the channel (Article 13-2(1) of the Enforcement Decree of the Act)
  - Broadcast at least six hours daily,
  - Provide information on music, culture, local news, etc.
  - Prohibition on "News related broadcast programs" under Article 50(2) of the Enforcement Decree of the Broadcasting Act

Furthermore, the Commission and the Ministry of Science and ICT (hereinafter referred to as MSICT) has reinforced the collaboration system for the new licensing of the community radio being implemented in 12 years to vitalize the local media. The Commission is hoping that this new licensing of community radio will serve as the opportunity to expand the basis of the community radio broadcasting. Moreover, a judging committee composed of external experts was established to select a broadcaster specialized in local contact media and the evaluation was conducted transparently and fairly. The MSICT, along with a detailed technical evaluation, is planning on implementing technical support activities, such as selecting the available frequency and setting locations for antenna and transmitting station, to obtain a stable

1) Gwanak FM, Mapo FM, Seongnam FM, Gongju FM(Geumgang), Seongseo FM, Yeongju FM, Gwangju FM

### III. Broadcasting and Communications Policy Outcomes in 2021

broadcast quality, even for a new business operator who lacks expert technical personnel, as part of a proactive administration. The Commission and the MSICT provided assistance to the applicants with the application process, including the application method, evaluation schedule, and providing technical information, etc. in March. The Commission and the MSICT provided proactive support through this collaboration towards vitalizing the local media through the community radio broadcasting and contributing to the communication with the local community. The two organizations stated that the new license for the community radio is an excellent opportunity to remind of the public and universal value of the radio frequency on our society.

The Commission held the 30<sup>th</sup> meeting on Jul. 21 to deliberate and resolve the selection of 20 business operators subjected to new license for the community radio broadcasting. The Commission issued 20 new licenses for the community radio, which has remained at seven broadcasters over the past 17 years, to establish its status as the local contact media and its vitalization. As related to the selection of the business operators, the MSICT conducted technical evaluation over approximately 1 month period (May 7 ~ Jun. 17, 2021), managed a technical evaluation group and an advisory group composed of 20 people, including the National Radio Research Agency and the Central Radio Management Service, etc., and conducted a proactive technical support in discovering the available frequency and selecting location for antenna, etc. to the applicants. The Commission listened to the opinions of the listeners and conducted an on-site investigation for fair and strict evaluation, conducted the evaluation over a five-day period (Jul. 5~ Jul. 9, 2021) with eight experts from various areas, and listened to the opinions of the representative and the programming officer on the overall applicant corporation during the evaluation period. Among 22 applicants, 21 obtained 650 points or higher, which was the base points for the license, but the Commission selected the applicant with a higher score for the Sejong-si region, where two applicants competed, and a total of 20 applicants were subjected to new licenses. More listeners are able to participate in the production of broadcasts through the new community radio broadcast to be established nationwide. Furthermore, the community radio is expected to contribute towards overcoming the regional alienation phenomenon and disasters by quickly delivering the region-specific information. The Commission and the MSICT stated that “by selecting new business operators, the community radio will establish itself as a media that strengthens the communication and bond within the local community and expected to become a catalyst for the recovery of commonality and local community development,” and that they are “planning to maintain a close support system for the early opening of the new community radio broadcasters and stable broadcasting operations.”

Many new community radio broadcasters are preparing to start during the first half of 2022. The Commission is expected to provide active support for all 20 new broadcasters to start by the end of 2022 and for the community radio to establish itself as the local media that vitalizes the ‘forum for the local communication’ nationwide.

[Figure III-2] Newly Licensed Corporations for the Community Radio Nationwide



## 2) Operating a Community Radio Broadcasting Vitalization Support Group and Production Support

The Commission and the MSICT launched a 'Community Radio Broadcasting Vitalization Support Group (hereinafter referred to as the Support Group)' on Aug. 30 in order to establish a basis for expansion and vitalization of the community radio broadcasting. On Jul. 21, the Commission and the MSICT has selected business operators for new licenses in 20 regions after 17 years of having introduced the community radio broadcasting, and expressed their intent to maintain a close support system for the early starting of these broadcasters and stable management. As such, the two agencies will provide continuous support for the vitalization of the community radio broadcasting, in addition to the starting of the businesses with new licenses, and will establish and operate a community radio broadcasting vitalization support group that includes relevant agencies and private organizations.

The Support Group was created to include not only the relevant agencies, such as the Commission, the MSICT and Ministry of the Interior and Safety, but also private organizations, such as the Community Media Foundation, Korea

### III. Broadcasting and Communications Policy Outcomes in 2021

Community Broadcasting Association and Korea Broadcasting Engineers & Technicians Association, etc. to maintain a wide collaboration system, and the director of the broadcasting policy from the Commission and the director of the radio policy from the MSICT are serving as co-chairperson. The Group plans to focus on supporting the starting of the newly licensed businesses during the first half of 2022, and will maintain a continuous collaboration system for the stable operation and vitalization in the mid-to-long-term. Moreover, a task force group, composed of working-level managers from each organization, will be established to provide support in technical matters for establishing and managing research institutions and transmission stations, education on broadcasting production and programming and matters related to local government collaboration, etc. The two agencies leading the Support Group and all participants expressed that “they identify the need to vitalize the community radio as the best media to guarantee access to broadcasting by the listeners and will support the expansion of participatory media culture through close collaboration and to be firmly established as the local contact media.”

On the other hand, the Commission selected 21 programs in 2021 to enhance the content competitiveness of the community radio broadcasting and provided support for their production. ‘The Community Radio Broadcasting Content Competitiveness Enhancement Project (KRW 200 million)’ hosted by the Commission and implemented by the Community Media Foundation has been implemented since 2020 to vitalize the community radio broadcasting. Through this project, the quality of the programs planned by the community radio broadcasting is expected to improve and the content competitiveness will enhance through providing production expenses, as well as establishing a basis for expanding the resident participation. After announcing and evaluating the production plan proposals in Mar., a total of 21 programs, including 19 programs on public interest, such as ‘Private-Public Governance - A Basis for Social Economy,’ and ‘Village and Autonomy,’ etc., and two programs on any subjects, including ‘Mom Convenient Meal Kits’ were selected to receive support. In 2021, programs having various topics, such as history, environment, human rights, safety, etc., were selected. They include programs dealing with region-specific topics, including resident autonomy, etc., and programs on socially vulnerable classes, such as elderly, people with disabilities and immigrants, etc., and contributed to improving the public benefits of the community radio broadcasting. The Commission is expected to conduct bi-annual evaluation for a mature production support and will publish a case study on the result of the productions.

[Table III-3] Result of Selecting Programs for the Community Radio Broadcasting Content Competitiveness Enhancement Project for 2021

Classification	Public Interest Topic			Free Topic			Total
	Full-Length	Short Story	Series	Full-Length	Short Story	Series	
Business Operator	7	1	5	-	-	2	7*
Program	9	1	9	-	-	2	21
Subsidy (KRW 10,000)	7,450	400	9,050	-	-	1,900	18,800

\* Excluding repeated broadcasting companies by support area

## e. Educational Content Production Support

The Commission has tried to improve viewer rights and satisfaction by providing high-quality educational broadcast programs corresponding to non-profit or public interests. Especially by reflecting the environment where the importance of non-face-to-face education has become heightened, support was provided to the production of 30 AR or VR educational programs (KRW 1.36 billion) so that the educational content of EBS can be provided effectively to the elementary students and children with disabilities. The Commission will establish a legal basis for the multi-mode service (MMS) for KBS and EBS, etc. to enhance the public service, such as education and responding to disasters, etc., and to increase the accessibility of the viewers.

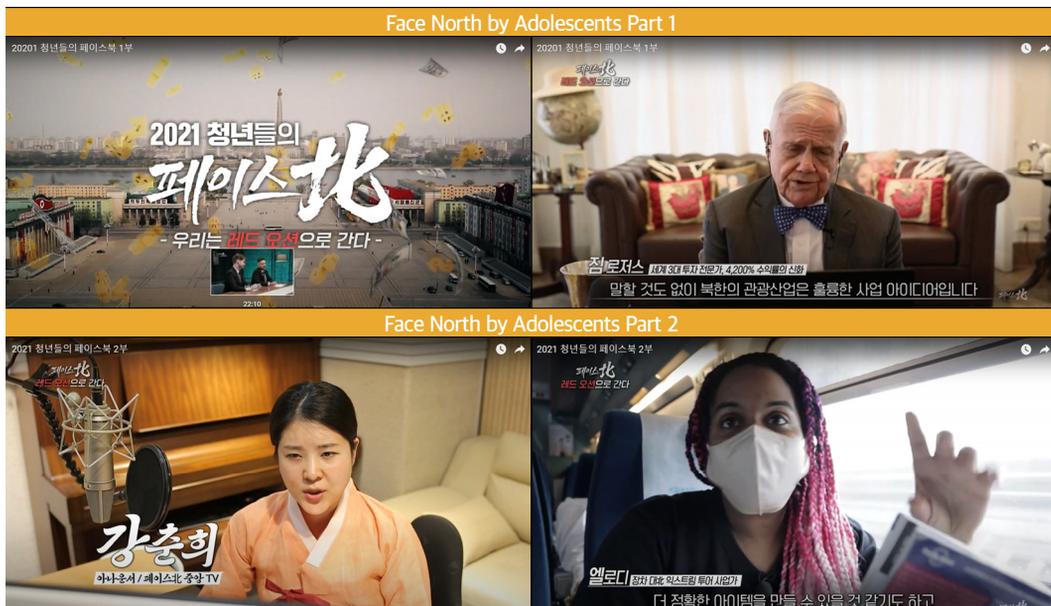
## f. Supporting the Unification Broadcasting and Communications Exchanges

### 1) Unification Broadcasting Program Production Support

The Commission supported the production of unification-related broadcasting programs in order to contribute to the establishment of the basis for vitalizing the broadcasting and communications exchange collaboration between South and North Korea by promoting the people's unification awareness and improving the awareness on North Korea. Since 2015, one TV broadcasting program a year has been supported in production, and in 2019, a radio project has been newly created to provide support for the production of two unification-related broadcasting program for TV and radio.

The announcement for selecting the TV broadcasting program was made through the Procurement Office's Korea Online E-Procurement System for fairness in selection, and the 1<sup>st</sup> announcement was conducted from Mar. 11 to Mar. 31. As a result, SBS was selected and the two part series of 'Face North by Adolescents' was broadcasted on Nov. 7 and Nov. 14.

[Figure III-3] 2021 Unification Broadcasting Program Production Support for TV Program



### III. Broadcasting and Communications Policy Outcomes in 2021

The program was a documentary about the process of conducting a contest for start-ups targeting North Korea by the 2030 generation. The items were discovering the traditional alcohol of North Korea, experiencing Pyeongyang using metaverse and developing extreme tour program to experience the North Korean wild, etc. Major personnel appearing in the program include a well-known investor Jim Rogers, comedian Gang Yumi, Sam Hammington who appeared on SBS's Face North program in 2020, Melody and the Minister of Unification Lee Inyeong.

The production support project for the radio was managed to vitalize the production of unification-related radio programs for the small businesses and non-profit corporations, and the announcement was made through KISDI homepage and the Procurement Office's Korea Online E-Procurement System from Mar. 4 to Apr. 12, including the pre-announcement. CBS was selected to produce '2021: The Time Towards Unification' to air from Sep. 20 to Sep. 24 on CBS radio. The program aired 10 lectures on North Korea, including seven wrong facts about Pyeongyang, unification meal with food from Gaeseong, etc. It was transmitted not only through the terrestrial broadcasting but also through CBS's Internet radio 'rainbow,' and was registered on CBS radio's official channel 'Studio Chun' to contribute to the vitalization of unification-related content production for the radio.

#### 2) International Conference on Inter-Korean Broadcasting and Communications

The Commission hosted an international conference on inter-Korean broadcasting and communications on Sep. 30, 2021 to improve the awareness on the status of inter-Korean broadcasting and communications and to seek means for the broadcasting and communications exchange to contribute towards peace and joint prosperity in the Korean peninsula. The conference was held online to prevent the spread of COVID-19. Under the theme of 'Measures for sustainable inter-Korean broadcasting and communications exchange and cooperation in the digital era,' the conference featured experience in broadcasting exchange with North Korea, the analysis of recent North Korean broadcast programming, as well as presentation and discussions by experts on measures for sustainable inter-Korean broadcasting and communications exchange and cooperation. The conference was divided into Session 1, Session 2 and a roundtable discussion. Session 1 (with Kim Hyun-kyung, managing director of Unification Broadcasting Research Center at MBC and three other participants) covered experiences in broadcasting exchange with North Korea and perspectives for cooperation in a roundtable format.

In Session 2, senior producer at SBS, Kim Jong Il, shared the results and perspectives of a unification broadcast program support project by introducing "Sam Hammington's Face North" (winner of the 2020 Unification Press Award). CEO Oh Kee-Hyun (Gyeongju Foundation for Arts and Culture) presented on the changes in broadcasting technology in North Korea, including screen composition and filming technology. Following the presentations, experts and presenters participated in a roundtable discussion to explore measures for sustainable exchange and cooperation on inter-Korean broadcasting and communications. Ten college students with great interest in inter-Korean exchange and communication also attended the conference on-site. Korea Communications Commission Vice-chairman Kim Hyeon said in her welcoming remarks, "inter-Korean broadcasting and communications are a core infrastructure that enables mutual understanding and dialogue over the barrier of the divide on the Korean peninsula. If dialogue can proceed through the medium of broadcasting and communications, it will be possible for the two Koreas to regain their ethnic oneness and achieve peace and prosperity on the Korean peninsula."

[Figure III-4] 2021 International Conference on Inter-Korean Broadcasting &amp; Communications



### 3) Survey on North Korean Broadcasting and Communications Usage

The Commission conducted a survey on North Korean broadcasting and communications usage in order to determine the status of North Korea's broadcasting and communications through objective data and to efficiently implement the inter-Korean broadcasting and communications exchange and cooperation. The project is largely composed of three areas. First is to implement cooperation with the overseas universities, research institutions and NGOs collaborating with North Korea by surveying data published in Korea, overseas and North Korea. Second is to conduct survey with the North Korean refugees to study the status of North Korean broadcasting and communications usage, and third is to analyze the changes in North Korean broadcasting by using North Korea's terrestrial broadcast programming schedule to investigate the broadcast time schedule, programming and changes, etc.

North Korea's TV broadcasting transmits four terrestrial broadcasting, Chosun Joongang TV, Mansudae TV, Ryongnamsan TV and Sports TV, and social and cultural broadcasting based on wired cable in large cities. Also, Manbang TV, an internet based platform, is operating since 2016. Since the Kim Jong Un system, the broadcasting has expanded to live broadcast, sports and entertainment programs and is using various filming methods. Especially since 2018, North Korea is actively using YouTube as a propaganda channel to emphasize that North Korea is a regular country. The result from analyzing the academic research and patents of North Korea shows that four channels airing in Pyeongyang region is expanding to other regions and is trying to expand the service area for cable TV broadcasting.

The survey of North Korean refugees show that TV is owned by each household, and people watch TV six to seven days (per week) and for two to three hours (weekdays) and four to nine hours (weekends) per day on average. The reason for watching TV when living in North Korea was to 'obtain important information through news, etc. (43%)', following by 'to watch specific genre, including TV drama, etc. (31.0%)'. Analysis of the terrestrial broadcasting schedule in 2020 showed that 'news' accounted for the most number of programs and the most number of broadcasting hours.

### 3. Sophistication of the Disaster Broadcasting Response System

#### a. Establishing a Comprehensive Plan to Enhance Disaster Broadcasting

Speedy and efficient disaster response has become the most important task of the government due to disasters, such as floods, storms and infectious diseases, etc., becoming a norm. Delivering quick and accurate disaster information became necessary to minimize the loss of people's lives and property, as the importance of disaster and safety management is being emphasized continuously and disasters, such as forest fire, heavy rainfall, minute dust and COVID-19, are becoming localized and routinized. The need to establish a response system that can distribute accurate information quickly to the people has become heightened, especially to minimize the people's anxiety from the distribution of false information related to COVID-19 and vaccine. As such, the Commission has tried to protect the people's lives and property by preventing broadcasting disasters through managing the broadcasting disasters at a national level and providing a stable broadcasting service and conducting disaster broadcasting by quickly handling and restoring upon the occurrence of various disasters. As part of this plan, a 'Comprehensive Plan to Enhance Disaster Broadcasting' was established to improve the disaster broadcasting system to effectively respond to various disasters.

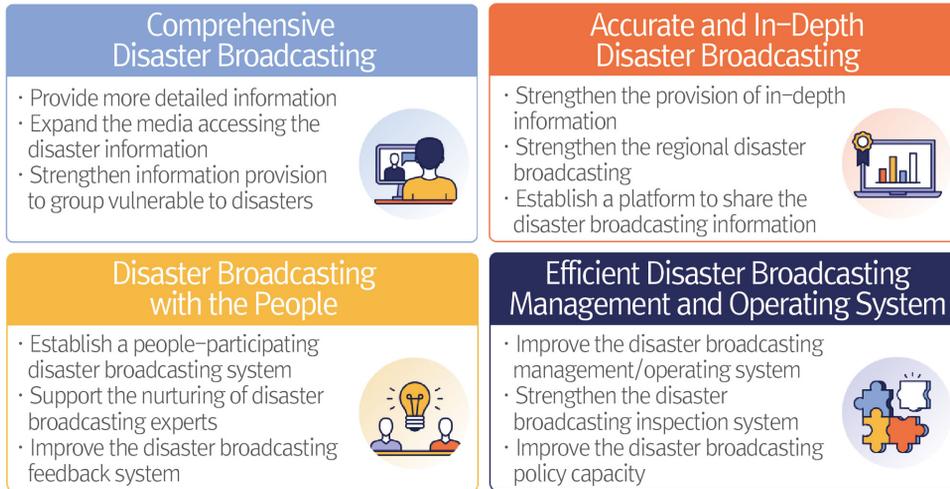
The Commission reported the 'Comprehensive Plan to Enhance Disaster Broadcasting' at the cabinet meeting on Aug. 31. The goal of this comprehensive plan is to minimize the blind spot of disaster broadcasting so that people can receive the disaster information anytime and anywhere. First, a 'Disaster Channel' will be established with KBS through the terrestrial multi mode service (MMS) so that disaster information can be delivered quickly and accurately 24 hours a day. Also, a 'Disaster Broadcasting Comprehensive Information Center' will be established to serve as the key platform for the disaster broadcasting information so that all broadcasting companies can provide more in-depth disaster broadcasting.

Collaboration system between the regional broadcasting companies and the local governments will be expanded and enhanced to vitalize the disaster broadcasting centered on site upon the occurrence of localized disasters, and 10,000 'Citizen Safety Correspondents,' composed of village leaders and traffic correspondents nationwide, to provide on-site filming, the production of disaster-related content, sharing and education, etc. in locations where the broadcasting companies' news reporters are unavailable to deliver live disaster information. The Commission plans on providing TV customized for the visually-impaired, conducting a campaign to own 'one portable radio per household' and providing portable radio to the people vulnerable to disasters.

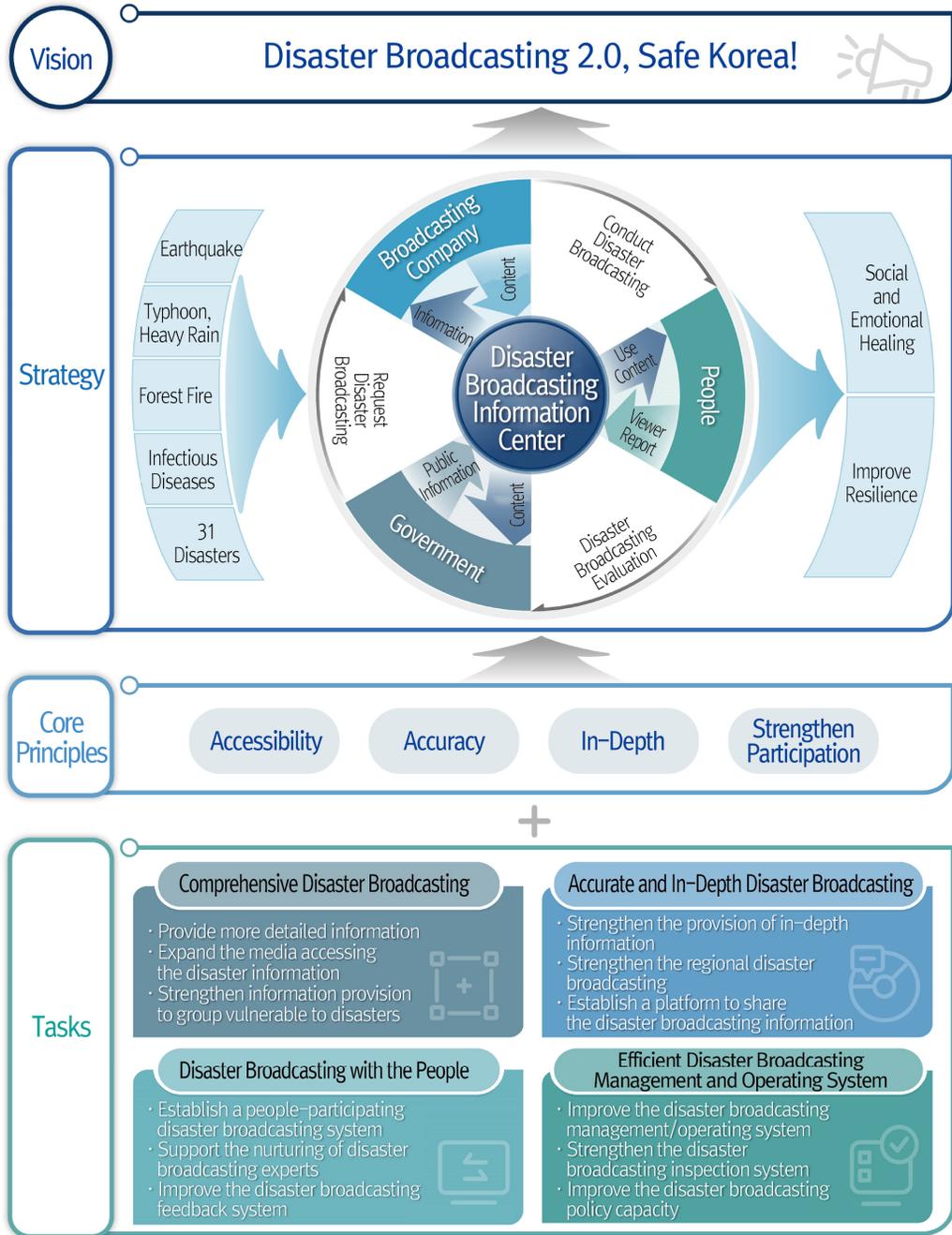
The obligation to provide sign language disaster broadcasting given only to KBS will be given to other terrestrial broadcasting, general service channels and news channels, as well. Also, in order to enhance the receipt of disaster broadcasting while on the move, disaster warning broadcasting became commercialized by using the mobile service and outdoor electronic display using the terrestrial UHD broadcasting network. Additional licenses for community radio business operators will be granted and designated as the mandatory operators of disaster broadcasting for local content disaster broadcasting in village units. Through modifying the national disaster response system, the related legal system will be organized, including the enactment of the 「Special Act on Implementing and Supporting Disaster Broadcasting (Tentative)」 and establishing a 'combined operation room for disaster broadcasting' within the Korea Communications Commission that can monitor the disaster broadcasting 24 hours a day to enhance the disaster broadcasting control function. The chairman Han Sanghyuk stated that "we will exert our best efforts to deliver accurate and fast disaster

broadcasting to all people to protect the lives and property of the people.” In the future, the Commission plans on enhancing the disaster broadcasting’s role as a social safety net by implementing the comprehensive plan to enhance disaster broadcasting.

[Figure III-5] Tasks for the Comprehensive Plan to Enhance Disaster Broadcasting (select one from the following)



[Figure III-6] Policy Goal and Implementation Strategy for the Comprehensive Plan to Enhance Disaster Broadcasting



## b. Sophistication of Disaster Broadcasting

With frequent localized natural disasters, such as heavy rains, due to abnormal climate and social disasters, such as COVID-19, becoming the norm and elongated, the damage is also becoming larger. The recent disasters are more uncertain and our forecast and management is limited, and the distribution of false information can cause social disorder and division, leading to difficulties in response and recovery. Under these changing disaster environment, the sophistication of disaster broadcasting is becoming more necessary to quickly deliver the disaster information to minimize the damage to people's lives and properties. It is necessary to establish a disaster information delivery system that can respond to the changing media environment. As such, the Commission prepared a comprehensive improvement plan for the sophistication of disaster broadcasting to fit people's demand by inspecting and supplementing the past results from disaster broadcasting policies. The Commission has exerted efforts to minimize the damage to people's lives and properties from disaster by amending the notice and manual for disaster broadcasting, reinforcing the role of the main disaster broadcaster (KBS) and implementing fast and accurate disaster broadcasting on various natural and social disasters.

First, the Commission established a 'combined operation room for disaster broadcasting' to play the role of control tower in disaster broadcasting, such as reinforcing disaster broadcasting monitoring and the sharing of disaster information, etc. The Commission opened the 'combined operation room for disaster broadcasting' on Dec. 23 to play the role of a disaster broadcasting control tower to support the disaster broadcasting of the broadcasting business entity. The Commission can deliver accurate and detailed disaster information to the people by opening the combined operation room for disaster broadcasting through monitoring the disaster broadcasting status of 66 mandatory operators, including terrestrial, general programming, news report specialized channel, radio, etc., for 24-7, and providing a real-time feedback with the disaster broadcasting detection system using the AI function.

[Figure III-7] Opening of a Combined Operation Room for Disaster Broadcasting



### III. Broadcasting and Communications Policy Outcomes in 2021

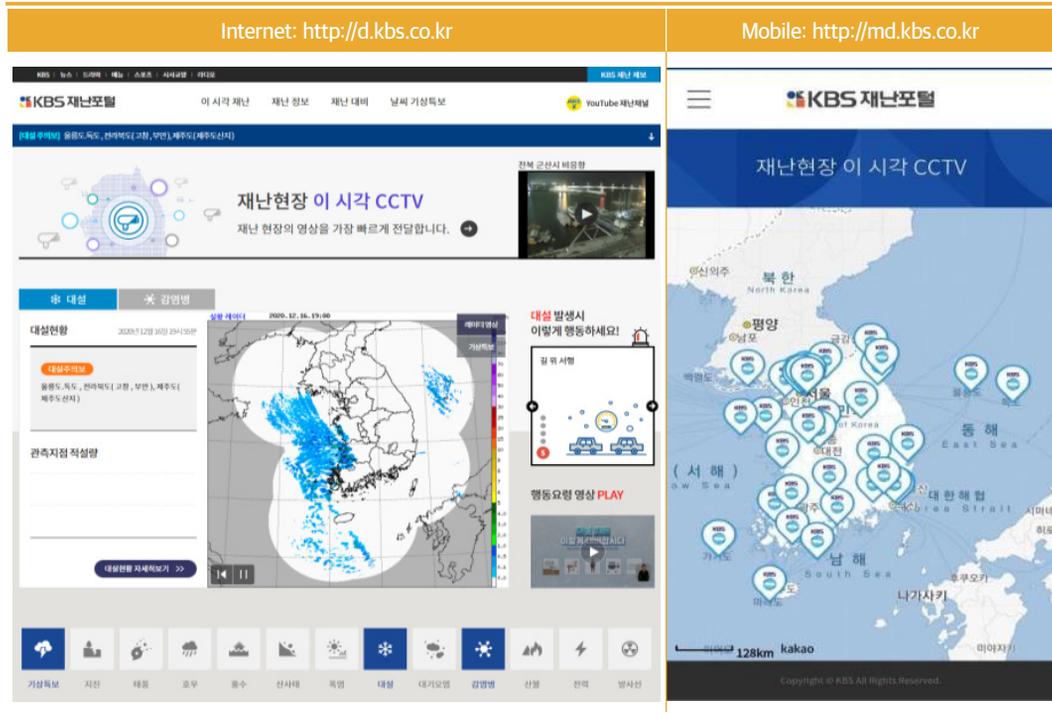
Also, the video conference system of the combined operation room for disaster broadcasting was established to conduct a more professional disaster broadcasting, and can be used to conduct video conference with relevant agencies and broadcast business operators upon the occurrence of major disaster to quickly distribute in-depth disaster information and actions to be taken by the people to prepare for the disaster situation. Moreover, the Commission established a network for all broadcasting companies to use the disaster broadcasting by systematically collecting various disaster-related information, such as weather information, satellite and geographic information, disaster CCTV information and actions to be taken by the people, etc. at the combined operation room for disaster broadcasting. The Commission plans to expand and reinforce the function into disaster broadcasting comprehensive information center in the future.

On the other hand, the Commission resolve a draft amendment of the 「Standard for the Implementation of the Disaster Broadcasting and Civil Defense Alerts」(hereinafter referred to as the Notice)' to improve the disaster region calling system for the radio listeners to easily become aware of the disaster situations at the 26<sup>th</sup> meeting held in writing (Jun. 29, 2021). In the past, the radio broadcasting operator was required to broadcast the disaster name, occurrence time and disaster region, etc., as is, without any omissions, upon request for a disaster broadcasting, but for heat wave, cold wave and dry climates, it can be utilized based on city and province (Article 4(3) of the Notice). In case of radio broadcasting, the disaster broadcasting must be implemented by stopping the current program, as the disaster cannot be delivered through the use of captions, such as TV, and listing all disaster regions, typically 30 to 50 regions, can be inefficient in delivering the disaster information.

As such, the Commission managed a consultative group composed of the Ministry of Interior and Safety, Korea Meteorological Administration, broadcasting companies, experts, civic organizations, etc., (Nov. 2020 to Mar. 2021) to review the improvement methods from multiple perspectives. As a result, unlike 'localized heavy rains' and 'a typhoon' occurring locally, the disaster regions for heat waves, cold waves and dry climates occurring in wide regions at a gradual speed can be listed based on metropolitan city and provinces to be more efficient in delivering the disaster information. The Chairman Han Sanghyuk stated that "we expect to more efficiently deliver the disaster broadcasting through this system improvement and to improve the users' right to listen, as well." The amended notice became effective as of early Jul., after being posted on the official gazette.

Additionally, the Commission implemented the disaster broadcasting response system sophistication, including establishing a broadcasting disaster management standard plan to efficiently respond to disasters, establishing a collaboration system with broadcasting companies, disaster prevention agencies and local governments, etc., and reinforcing information provisions for the people vulnerable to disasters, etc. Also efforts were made to relieve social disorder and anxiety by delivering accurate information from an agency having the public confidence, in order to respond to false information on disasters. First, the Commission established and implemented the broadcasting disaster management standard plan to prevent damage to the broadcasting facilities from large-scale disasters, such as earthquake and typhoon, etc., in advance and to quickly handle and recover in case of damages. Also, it supported sophistication of the disaster broadcasting system of KBS to provide maps with graphics on shelter information, etc. to enhance the role of the main disaster broadcasting company and provided an internet/mobile disaster information portal service that delivers various disaster information collected by BS to the general public to be able to deliver the up-to-date information and actions to be taken by the type of disaster.

[Figure III-8] KBS Disaster Information Portal Service



The Commission strengthened the collaboration system with the broadcasting companies, disaster prevention agencies and local governments to share the disaster CCTV videos, actions to be taken by the types of disaster and disaster information of regions at risk of disaster, etc. Also, the quality and public interest of disaster broadcasting were improved by providing disaster broadcasting service for the people vulnerable to disasters, such as having increased the number of Korean sign language interpreters (100 in 2020 to 200 in 2021), providing re-education and reinforcing the expertise of disaster sign language broadcasting. Lastly, the disaster broadcasting reception environment was improved for the smooth reception of disaster broadcasting and civil defense information in locations with difficulty in broadcast reception, such as tunnels and underground, etc.

[Table III-4] Details of the Re-Education on Disaster Broadcasting Sign Language Interpretation

Classification	Details
Education Target	• Applicants among licensed sign language interpreters
Education Duration	• 10 Sessions (40 hours), 4 hours per session
Curriculum	• Understanding Broadcasting Sign Language Interpretation (Disaster, Accidents, Etc.)
No. of Students	• 100

The Commission plans to minimize social uncertainty by providing systematic, accurate and speedy information to the people in emergency situations by operating an emergency response organization in preparation of social disasters in the future. In addition to the existing broadcasting channels, the channels that provide disaster broadcasting will be diversified, such as OTT and social media, etc., and plans to establish a collaboration system with the regional broadcasting companies and local governments to provide region-customized disaster information. The stable broadcasting service can be obtained from various disasters through a comprehensive broadcasting disaster management and will reinforce the accountability of broadcasting to protect the lives and properties of the people by implementing speedy and accurate disaster broadcasting.

## 4. Broadcasting Resources Structure Reform

### a. Improving the Rationale on the License Fees System

The Commission implemented a systems improvement on the overall structure of the broadcasting resources to maintain the public value of broadcasting and to support development of broadcasting industry. First, the Commission improved the license fees system to improve the rationale and transparency in calculating and using the license fees and to reinforce the role of public broadcasting. In May 2021, a draft amendment bill of the 「Broadcasting Act」 to establish a basis for creating a license fee commission to introduce the license fee accounting separation system and rationale calculation of license fees, etc. was proposed. Also, the Commission conducted a detailed review of the proposed adjustment to the license fees submitted by KBS by creating and operating an expert consultative group and listening to the opinions of public broadcasting companies, etc.

In Jul. 2021, KBS submitted a proposal to adjust the TV broadcasting license fee (hereinafter referred to as the License Fees Adjustment Proposal) to the Commission pursuant to Article 65 of the 「Broadcasting Act」 to increase the ratio of the license fee from 47% to 58% from the current resources structure<sup>2)</sup> to reinforce the stable public service basis. The Commission reviewed the License Fees Adjustment Proposal submitted by KBS by focusing on public accountability of public broadcasting in the new media environment, properness of the basis for calculating the License Fees Adjustment Proposal and improving the system related to adjusting the license fees, etc. A license fees consultative group, composed of experts in the areas of law, accounting and broadcasting, was composed and managed, and opinions from KBS and EBS were also received.

The Commission recognized the need to adjust the license fees in consideration of the fact the license fee remained the same during the past 40 years and the ratio of the public funding has become lower, etc., but needed an overall reconsideration on the function and role of the public broadcasting to respond to the changing environment, such as the vitalization of internet-based media, growth of private production, etc. Also, the Commission also presented an opinion requiring efforts for the drastic management innovation of KBS and efforts to improve accounting transparency and a systems improvement for preparing, submitting and processing the license fees adjustment proposal, etc.

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2) Resource Structure : (Prior to Adjustment - as of 2020) License Fees 47.3%, Advertising 16.1%, Others 36.6% / (After Adjustment-Average of five years) License Fees 58.0%, Advertising 12.6%, Others 29.4%

The Commission deliberated and resolved the opinion on the adjustment proposal submitted by KBS at the 59<sup>th</sup> meeting held on Dec. 29, and submitted it to the National Assembly.

[Table III-5] Main Substance of the Television Broadcasting License Fees for KBS

Current Fee	Adjustment	Fee After the Adjustment	Implementation Date
KRW 2,500 / Month	Increase of KRW 1,300	KRW 3,800 / Month	1 <sup>st</sup> day of the month 2 months after the month of obtaining the approval of the National Assembly

## b. Improving the Broadcast Advertising Combined Sales System

The Commission operated a 'Broadcast Advertising Combined Sales System Improvement Research Team' from Feb. 2021 to prepare a proposal on improving the broadcast advertising combined sales system.

The need to improve the system is growing as the effectiveness of the combined sales system for the regional small-to-medium-sized broadcasting companies due to a reduction in terrestrial broadcast advertising sales, reduction in supporting funds to the regional small-to-medium-sized broadcasting companies subjected to combination and the advertisers avoiding combined sales, etc. Also, a constitutional petition was filed on the combined sales system in May 2020, and the advertisers, terrestrial broadcasting and the National Assembly also continues to request the systems improvement.

[Table III-6] Trend in Total Advertising Sales and Combined Sales Advertising Sales for Terrestrial Broadcasting

Classification	2012	2020	Trend
Total Advertising Sales for Terrestrial Broadcasting	KRW 2.183 trillion	KRW 995.7 billion	54.4% reduction
Combined Sales Advertising Sales	KRW 248 billion	KRW 109.2 billion	55.9% reduction

As such, under the grand principle of the public interest of broadcasting and balanced development of the region, the Commission re-examined the combined sales system and managed a research team composed of academic, legal and industry to prepare a method to secure proper resources for the regional small-and-medium-sized broadcasting companies.

With a comprehensive examination of the combined sales system, including the analysis on the achievements, limitations and problems of the combined sales system based on the result of the combined sales-related policy research conducted in 2020 and collecting opinions from diverse stakeholders, including the issues pointed out from the outside, such as the National Assembly and the advertisers, etc., the systems improvement was implemented, including alternative support for the regional small-and-medium-sized broadcasting companies.

The research team conducted in-depth examination by discussion topics and issues, and prepared systems improvement proposals and draft amendments to the law for each scenario, in preparation of the ruling by the Constitutional Court, such as constitutional, nonconformity, unconstitutional, etc.

Major discussion topics were ▲ support system and support method depending on the type of regional and

### III. Broadcasting and Communications Policy Outcomes in 2021

small-and-medium-sized broadcasting companies, ▲ support method through public resources, ▲ other support methods, including improving the broadcasting fees system, ▲ method of restructuring the broadcast advertising sales method when abolishing the combined sales, and ▲ method to promote advertising sales for the regional and small-and-medium-sized broadcasting companies, and prepared a method to improve the system to support and vitalize the regional and small-and-medium-sized broadcasting companies through discussion by topic, etc. during the second half of 2021.

The Commission plans to improve the system, including preparing a detailed legislation bill, etc., based on the systems improvement method prepared by the research team.

[Table III-7] Systems Improvement Direction for Each Scenario

Constitutional Court Outcome	Description
<ul style="list-style-type: none"> <li>▪ Constitutional</li> </ul>	<ul style="list-style-type: none"> <li>- Implement systems improvement, even if constitutional, because the combined sales system is weakened in policy feasibility and effectiveness as a support measure for the regional and small-and-medium-sized broadcasting</li> <li>- Provided, if determined as constitutional, minimize the effect on the terrestrial broadcasting by applying a gradual method to reduce the dependence on the combined sales</li> <li>※ e.g.: Apply a gradual method to the combined sales system (5 years), gradually reducing the ratio each year, etc.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Constitutional Nonconformity</li> </ul>	<ul style="list-style-type: none"> <li>- Need to restructure the current combined sales system, as deemed unconstitutional, but implement the systems improvement by maintaining the current combined sales system temporarily by considering the impact on the terrestrial broadcasting market and the public interest</li> <li>- Provided, need to improve the system and implement the amendment of the law quicker than the case of being deemed constitutional (example: after being ruled as constitutional nonconformity for monopoly in the broadcast advertising sales agency in 2008, the system improvements were made over a 3-year period and the final legislation in 2012)</li> <li>※ e.g.: Apply the gradual method to the combined sales system (3 years), prepare a method to support the regional and small-and-medium-sized broadcasting afterwards</li> </ul>
<ul style="list-style-type: none"> <li>▪ Unconstitutional</li> </ul>	<ul style="list-style-type: none"> <li>- When deemed unconstitutional, Article 20 of the Media Rep Act becomes invalid immediately and the combined sales system is abolished, so the advertising income of the regional and small-and-medium-sized broadcasting companies will decrease drastically</li> <li>- Apply temporarily after preparing the means of supporting the regional and small-and-medium-sized broadcasting through public resources in the form of an emergency support, and implement a swift support systems improvement and legislation during that time (including the means of inducing support with additional resources, other than the public resources)</li> <li>※ e.g.: temporarily adjusting the broadcasting development fund collection rate (2 years) and expand the fund support, and implement alternative legislation during that time</li> </ul>

[Table III-8] Discussion Topics and Issues

Discussion Topic	Details and Issues	Notes
▪ Kick-off Meeting	- Detailed discussion topic and implementation schedule discussion, etc. of the research team	
▪ Size of Advertising Sales Reduction and Needed Support of the Small-and-Medium Regional Broadcasting	- Estimate the amount of advertising sales reduction by each group of small-and-medium regional broadcasting upon abolition of the combined sales system - Estimate the minimum support required for each group of small-and-medium regional broadcasting	
▪ Small-and-Medium Regional Broadcasting Companies Support System and Method	- Classification method according to the type and characteristic of the broadcasting companies subjected to support - Support system according to the classification of the broadcasting companies subjected to support - Support method by each support system (public resources, private resources, broadcasting fees, etc.)	
▪ Public Resources Support Method (1)	- Examine the fund management status related to the current practice - Examine the minimum required support through the public resources, such as the Fund - Examine the proposed restructuring of the Fund collection and expenditure (support)	Fund manager in attendance
▪ Public Resources Support Method (2)	- Examine the broadcasting company subjected to the Fund support, items subjected to support and usage - Examine the Fund support procedure and standards - Examine the restructuring plan for the Fund collection rate	
▪ Broadcasting Fees System Improvement Method	- Examine the current broadcasting fees system, size and issues - Broadcasting fees (network) agreement improvement plan - Examine the plan to urge the implementation of the agreement and follow-up procedures	
▪ Other Additional Support Methods	- Examine the support and urging plan by the direct stakeholders, such as the largest shareholder, local government, etc. - Examine the indirect support plan, including tax benefits, etc.	
▪ Comprehensive Review of the Small-and-Medium Regional Broadcasting	- Comprehensive examination of public resources support method for the small-and-medium regional broadcasting	Implement a hackathon type, unlimited discussion, when necessary
▪ Sales Method Restructuring Method Upon the Abolition of Combined Sales	- Examine alternative advertising sales methods of central terrestrial and small-and-medium regional broadcasting upon the abolition of combined sales	Collect and gather opinions
▪ Small-and-Medium Regional Broadcasting Companies' Advertising Sales Promotion Method	- Examine means of supporting broadcast advertising sales promotion of small-and-medium regional broadcasting	
▪ Method to Vitalize Small-and-Medium Regional Broadcasting and Improve the Broadcast Advertising Sales Method	- Comprehensive examination of means to improve the broadcast advertising sales method to vitalize the small-and-medium regional broadcasting	Implement a hackathon type, unlimited discussion, when necessary

### III. Broadcasting and Communications Policy Outcomes in 2021

Discussion Topic	Details and Issues	Notes
<ul style="list-style-type: none"> <li>▪ Prepare Legislation to Support, Vitalize and the Sales Method of Small-and-Medium Regional Broadcasting</li> </ul>	<ul style="list-style-type: none"> <li>- Examine the draft amendments of the related laws, including the Media Rep Act and the Framework Act on Broadcasting Communications Development, etc.</li> </ul>	
<ul style="list-style-type: none"> <li>▪ Comprehensive Review of Small-and-Medium Regional Broadcasting Support and Vitalization Method</li> </ul>	<ul style="list-style-type: none"> <li>- Examine the final proposal to restructure the broadcast advertising combined sales system and the policy plan to vitalize the support for the small-and-medium regional broadcasting</li> </ul>	<ul style="list-style-type: none"> <li>Prepare the comprehensive report and the policy recommendations</li> </ul>

#### c. Integration of the Broadcasting Communications Development Fund and Efficient Usage

The Broadcasting Communications Development Fund needs to be integrated and used more efficiently to fit the characteristic of the resources, such as reinforcing the support for the regional broadcasting and disaster broadcasting, as well as developing additional financial resources. The Commission supported the legislation of the law to integrate the Broadcasting Communications Development Fund and the ICT Promotion Fund (「The Framework Act on Broadcasting Communications Development」, proposed by Congressman Byun Jaeil (Jul. 2020)) for the flexibility and efficiency of managing the Broadcasting Communications Development Fund. Through this legislation, the Broadcasting Communications Development Fund and the ICT Promotion Fund, having similar financial resources and usage, are integrated, and support not proper for the characteristic of the Broadcasting Communications Development Fund will be reduced to reinforce the support for the broadcast having higher public interest value. Also, the overall collection system, including the target for the reduction in the contribution share and the ratio of the Broadcasting Communications Development Fund, etc., will be re-examined by comprehensively considering the broadcasting market status and the business operators' financial conditions, etc.

# Chapter 2 | Strengthen the Responses to Disinformation and Illegal Digital Contents

## 1. Support for Private Fact-Checking

### a. Vitalizing Fact-Checking

#### 1) Operating a Citizen-Participating Fact-Checking Open Platform (Fact Check Net)

A citizen-participating fact-checking open platform ‘Fact Check Net’ ([www.factchecker.or.kr](http://www.factchecker.or.kr)) was established in Nov. 2020, where experts and residents perform fact-checking through collaboration on proposed verification made by the people and the results of the fact-checking are open to the public, and began operations in 2021. The Fact Check Net strives for a cloud-sourcing method of fact-checking, and the fact-checkers can present the data and materials collected and verified during the fact-verification stage. During this process, the fact-checker responsible for the concerned fact-checking can verify more diverse data and make more comprehensive determination between the facts.

[Figure III-9] Fact-Checking Procedure Through the Fact Check Net



**Any Members of the Fact Check Net**  
Can register the verification proposal and the related fact check is **connected and** shown.

### III. Broadcasting and Communications Policy Outcomes in 2021

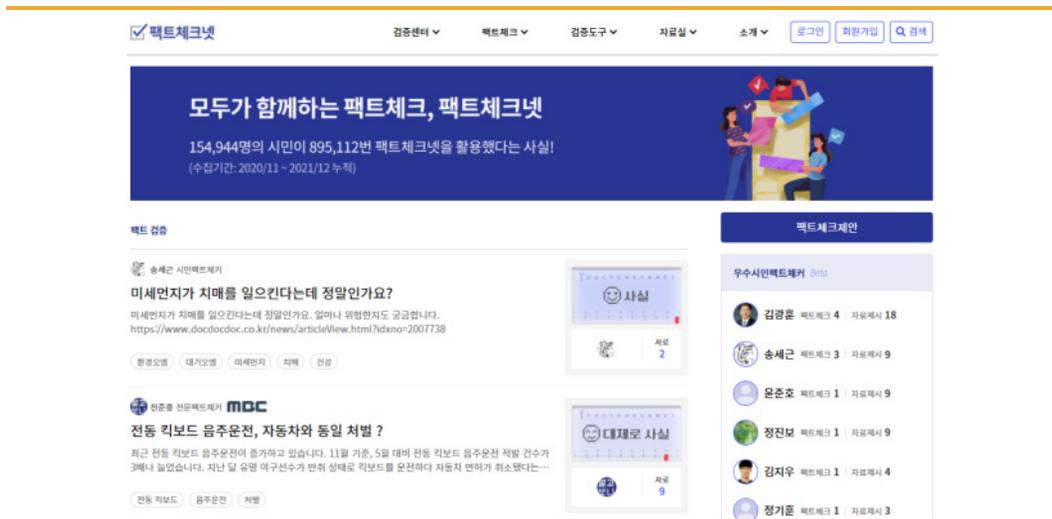
A total of 179 cases of fact-checking content were uploaded from Jan. to Dec. 2021. By presenting in-depth verification results on issues closely related to people's lives, including health and the environment, etc., questions from daily lives can be resolved, as well as contributing to preventing damages from disinformation. Also, diverse non-scientific conspiracy theories distributed online during the early stage of the COVID-19 vaccination were verified to contribute to relieving any fear or discomfort with the vaccination.

As the fact-checking content are accumulated, the number of users using the Fact Check Net has increased continuously. During Nov. and Dec. 2020, there were only 2,100 users on average per month, but increased to 7,861 users during the first quarter of 2021, 11,756 users during the second quarter of 2021, 13,098 users during the third quarter of 2021 and 17,530 users during the fourth quarter of 2021.

The proposed verifications by general public increased continuously, from 11.5 cases on average per month during Nov. and Dec. 2020, to 15.7 cases during the first quarter of 2021, 26.7 cases during the second quarter of 2021, 37.7 cases during the third quarter and 53 cases during the fourth quarter of 2021.

Also, a total of 3,209 cases of fact-checking related data were archived, including 1,565 cases of fact-checking media coverage and 737 cases of government press releases, during 2021 to establish itself as the 'fact-checking portal.' Moreover, technical work to improve accessibility to the fact-checking platform has been implemented, by developing a 'mobile application for fact-checking' and continuously upgrading the webpage UI/UX.

[Figure III-10] Fact Check Net Webpage Overview



#### 2) Establishment of the AI-Based Automated Fact-Checking System

Both domestically and internationally, the need to establish an automated fact-checking system has been raised as the numerous disinformation online cannot be verified by people. Attempts to establish an English-based automated fact-checking system have been made overseas by Claimbuster (US) and Full Fact (UK), etc., but there were no AI-based automated fact-checking system in Korean. As such, the government implemented a project to establish an AI-based

automated fact-checking system from 2021, and a test service of the automated fact-checking system opened in 2021 with 80,000 data sets.

The automated fact-checking system operates as follows: (1) enter the claim, (2) searching Wikipedia for related documents based on the main terms within the claim, (3) extract key phrases from each document and (4) determine true/false by comparing the phrase with the claim. This project is meaningful in that a Korean-based fact-checking algorithm was materialized by creating a Korean data set for the purpose of fact-checking for the first time. In the future, not only using Wikipedia, but by also using other sources and further developing the algorithm to improve accuracy, will lead to materializing an automated fact-checking.

## b. Strengthening the Fact-Checking Ability

### 1) Fact-Checking Civic Education

Fact-checking education customized to the target, such as adolescents, adults, etc., were conducted to improve the general public's ability to identify the authenticity of data and to strengthen the ability to respond to disinformation. Fact-checking education curriculum was prepared so that civic education customized to the life stages were conducted at 10 community media centers nationwide.

[Table III-9] Content of the Customized Civic Education

Student	Photo	Curriculum
Adolescents		Social roles and functions of information, media usage habit, damages from false information, practice writing fact-checking article
Adults		Fact-checking and the value of journalism, analyzing the characteristic of false information, fact-checking principles and guidelines, practice writing fact-checking article
Elderly		Gate-keeping of news, understanding the adverse effect, such as confirmation bias, check-list for information verification (basis, source, informant, etc.)
Teachers		Cases of damages from disinformation, fact-checking curriculum connected with the curriculum, fact-checking guidelines, how to teach fact-checking education

### III. Broadcasting and Communications Policy Outcomes in 2021

The fact-checking civic education is composed of approximately 10 sessions, including theory on preventing and responding to false information, fact-checking practice, fact-checking content creation, etc., and textbook and curriculum customized to the students are selected and managed.

A total of 72 fact-checking civic education was held in 2021, with 1,262 students completing the course. The result of the survey on student satisfaction, with 545 students, showed a total satisfaction of 85 points, which was higher than the goal of 80 points.

Moreover, 48 fact-checking instructors were selected in 2021, among the media education instructors with the skills and qualifications, and conducted six types of education and training to strengthen the skills of the fact-checking instructors (592 participants).

The education to the adolescents was held as ‘2021 National Competition on Adolescent Fact-Checking.’ After conducting fact-checking education for 24 hours at 30 middle and high schools from Apr. to Nov. 2021, the students created the fact-checking output, and a total of 96 fact-checking worksheets and video content were received. 10 teams received awards, including the KCC Chairman Award, etc. The grand prize went to Mokpo Hyein Girls’ High School team’s <True Phrase? ‘Biodegradable plastics are 100% decomposed.’> that verified the phrase ‘100% biodegradable’ easily found in advertisements for plastic products. The first prizes went to <Is the news report about coffee reducing the risk of COVID-19 infection true?> by Kyungmin High School and <Is it true that wearing glasses reduces the risk of COVID-19 infection by 5 times?> by Incheon Haewon Middle School.

[Table III-10] 2021 National Competition on Adolescent Fact-Checking (Order of awards)

Division	School Name	Team Name	Title	Awards
Common	Mokpo Hyein Girls’ High School	Hyein Girls’ High Senior Team	True Phrase? ‘Biodegradable plastics are 100% decomposed.’	Grand Prize
High School	Kyungmin High School	Social Fact-Checking	Is the news report about coffee reducing the risk of COVID-19 infection true?	First Prize
	Mokpo Hyein Girls’ High School	Fact-Checker Harmony	Is regulating female sportswear during sporting events gender discrimination?	Second Prize
	Bakmun Girls’ High School	Bakmunbok	Is showing R-rated video to children a form of child abuse?	Second Prize
Middle School	Incheon Haewon Middle School	Why Fact-Check Group?	Is it true that wearing glasses reduces the risk of COVID-19 infection by 5 times?	First Prize
	Modong Middle School	Charge! Fact Group	Caffeine in coffee-flavored ice cream is harmless to adolescents?	Second Prize
	Goheung Namyang Middle School	Fact-Check Discovered	Is the lifestyle information included in news articles true?	Second Prize
Common	Jeonin High School	Jeonin High School Team	Is climate change and the endangerment of polar bears unrelated?	Honors
	Incheon Girls’ High School	What is Team	Are students without a place to go due to COVID-19 instead heading to study cafes?	Honors
	Daewon Girls’ High School	Fact Bomber	Is Korea lenient on adolescent crimes?	Honors

## 2) Fact-Checking Curriculum Development

The online fact-checking curriculum was developed in order to conduct customized education at any time and to conduct non-face-to-face learning from the spread of COVID-19. A total of four types of online curriculum (for 15 sessions) for adults, elementary teachers, secondary teachers and journalists, and online curriculum for the elementary and secondary school teachers were outsourced after being evaluated by the Korea Education and Research Information Service (KERIS).

Also, teaching and learning materials for the instructors were developed to improve the quality of fact-checking education. A contest to plan and develop fact-checking curriculum (May 20 to Nov. 5, 2021) was implemented to receive teaching and learning guidances and teaching aids for adolescents and elderly and outstanding proposals were selected and provided support for development (prize money and expert guidance). Two types of teaching and learning guidances and two types of teaching aids were newly developed.

### c. Strengthening Promotions, Including Fact-Checking Contests and Conferences

#### 1) Fact-Checking Contests (Fact-Check-Athon)

A contest was held to encourage people's interest in fact-checking and to raise awareness on the disinformation by directly participating in the fact-checking process.

The 'Fact-Check-Athon' event was held since 2020, and in 2021, a total of 70 participants from 25 teams signed in the 2<sup>nd</sup> Fact-Check-Athon. Anyone over the age of 13 can participate in the 'Fact-Check-Athon' and each teacher was provided to support creating content through mentoring. A mentor group was composed of journalists and data experts, and the education was held both online and off-line in consideration of the COVID-19 situation. This year, the contest area was focused on fact-checking content, and a total of 21 productions were discovered and awards were given to 5. Fact-checking content in various areas, such as the environment, economy, lifestyle, local information, government policy, etc., were created. The grand prize was awarded to <Is it true that the operating rate of the thermal power plant reached 90% during the past Jul. due to nuclear power phase-out?>. The first prizes were awarded to <'Ansan Dreas,' is Ansan really a crime city?> and <Are Paper Straws Eco-Friendly Alternatives to the Plastic Straws?>.

#### 2) International Conference on Fact-Checking

The Community Media Foundation and the Fact Check Net co-hosted events for the '1<sup>st</sup> Fact Checking Week' from Apr. 2 to Apr. 8, including an international conference, etc., to celebrate the 'International Fact-Checking Day (Apr. 2)' and to create a consensus on the need for fact-checking.

On the first day, the European Journalism Training Association (EJTA) held a keynote lecture on 'Methodology and Experience of the EUfactcheck,' on the second day, a 'workshop' for the fact-checking instructors with the Community Media Center was conducted.

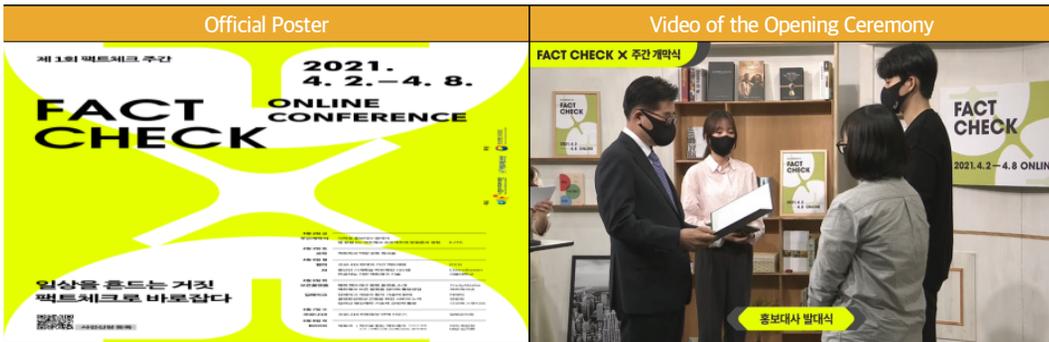
On days three and four, an 'international conference' presenting domestic and overseas cases on managing the fact-checking platform and utilizing technology, etc. On the third day, the International Fact-Checking Network (IFCN) presented on the efforts for the joint response to COVID-19, and the University of Maryland and Seoul National University made a presentation about fact-checking using the automated technologies of Korea and overseas. On the

### III. Broadcasting and Communications Policy Outcomes in 2021

fourth day, the fact-checking platforms ‘Truly Media’ and ‘Fact Check Net’ introduced the operation of their respective platforms on the topic of ‘Domestic and Overseas Fact-Checking Platforms.’ The National Police Agency presented about the deepfake technology and responses thereof on the topic of ‘Verifiability of Deep Fake and Tasks.’

On the fifth day, personnel from the Korea Disease Control and Prevention Agency were invited to give an online lecture on ‘Building Immunity to False Information on COVID-19’ to adolescents nationwide, introduced the major cases of false information and explained how to find reliable information. A ‘book talk’ was conducted on the last day in collaboration with Yes24.

[Figure III-11] Fact-Checking Week Events



## 2. Strengthen Responses to Disinformation

### a. Operating Disinformation Response System

#### 1) Active Response to Disinformation Related to COVID-19, Such as Vaccine, Etc.

False news and disinformation related to COVID-19, such as vaccine, etc., causes social anxiety and seriously threatens the safety of the people, and therefore, the Commission, along with the relevant agencies, prepared a ‘Comprehensive Measures to Respond to False News Related to the COVID-19 Vaccine.’

First, to create a ‘digital immunity’ on false news, efforts were made to deliver the government’s reliable vaccine information to the people. To spread the accurate information first, the vaccination plan was added to the main menu of the major portals, and the government webpage appeared first when researching the COVID-19 vaccine.

[Figure III-12] Providing COVID-19 Information on the Official Webpages of Major Portals

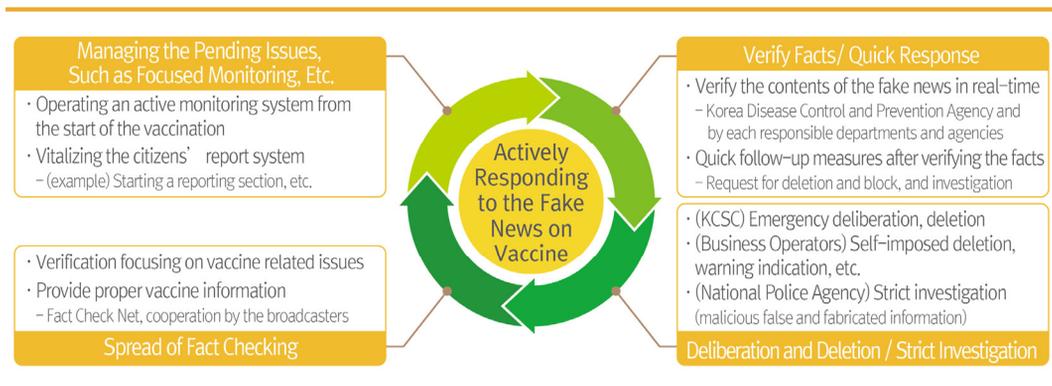


On the other hand, a plan to strengthen the general public’s ability to report false news was prepared and a swift fact-checking was conducted by each relevant department, such as the Korea Disease Control and Prevention Agency (KDCA), the Ministry of Health and Welfare and the Ministry of Food and Drug Safety, etc., for the matters requiring fact-checking.

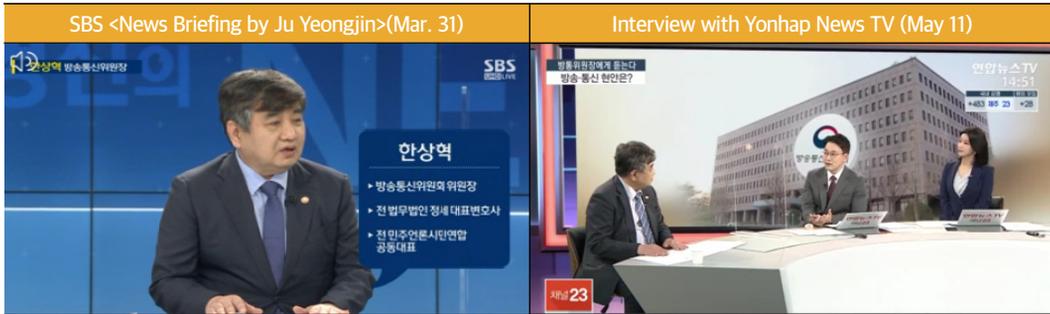
Moreover, quick deletion and blocking by the Korea Communications Standards Commission and the strict investigation of the National Police Agency were continuously implemented, and a private-public collaboration system was established for the private business operators to autonomously prevent the distribution of false news. The Korea Communications Standards Commission took swift measures to delete and block access to the information causing social unrest through the emergency deliberation, similar to the past. Also, a collaboration system was created between the Commission, KDCA and the internet platform operator so that upon the distribution of clear disinformation on the platform and the KDCA requests the examination thereof, the business operator takes autonomous regulatory measures, such as deletion or blockage, etc. pursuant to his/her own guidelines.

Furthermore, by vitalizing the ‘Fact Check Net,’ a citizen-participatory fact-checking platform, fact-checking focused on vaccine disinformation was conducted so that the people can access diverse fact-checking results related to the vaccine. Also, a citizen-participating fact-checking section was added to induce citizen participation.

[Figure III-13] Operating a System to Respond to Disinformation on the COVID-19 Vaccination



[Figure III-14] Media Reports on Responding to COVID-19 Related Disinformation



## 2) Establishing a Consolidated Government Bulletin Board to Report on Vaccine Disinformation

The Commission created a bulletin board to report vaccine disinformation on the webpage of the KCC, in order to quickly respond to COVID-19 vaccine related disinformation that threatens the safety of the people and began its operation on Mar. 3.

This is a follow-up measure to the comprehensive measures on responding to false news related to the COVID-19 vaccine announced jointly by the relevant agencies on Feb. 9, 2021, and anyone can report on the matters suspected of being disinformation through the bulletin board to report vaccine disinformation. The matters reported by the people will be reviewed by the relevant departments, such as KDCA, and follow-up measures will be taken, such as the request to delete or investigate.

[Figure III-15] Banner of the Bulletin Board to Report Vaccine Disinformation



### 3. Strengthen Responses to Illegal Information, Such as Digital Content on Sex Crimes, Etc.

#### a. Eradicating Digital Content on Sex Crimes

##### 1) Implementing Technical and Managerial Measures to Prevent the Distribution of Digital Content on Sex Crimes

The Commission has enacted a Notice on Technical and Managerial Measures to Prevent the Distribution of Illegal Films, Etc. and announced that the obligations for the technical and managerial measures by the major internet business operators, both domestic and overseas, would be implemented from Dec. 10, 2021.

As the Telecommunications Business Act amended to prevent the distribution of digital content on sex crimes is implemented (Dec. 2020), the obligation to take technical and managerial measures for illegal films, etc. are levied on special value-added telecommunications business operators larger than a specified size, and the concerned measure is effective as of Dec. 10, 2021, after a one-year grace period.

The Commission has conducted various activities to support the implementation of the technical and managerial measures by the internet business operators, including distributing guidelines on standard filtering technology installation (Jul. 2021), providing standard filtering technology and public DNA DB (Aug. 2021), conducting performance evaluation on the filtering technology of private business operators (Aug. 2021), online information session for the business operators and interview and technology support for individual businesses, etc.

The obligations of technical and managerial measures levied on the internet business operators include having a reporting and deletion requesting function for the users, restriction on transmitting the search results of illegal films, identification and posting restrictions using technology, providing prior information on the possibility of legal penalties for posting illegal films, etc. and retaining log records, etc.

However, the Commission decided to allow a six-month grace period (from Dec. 10, 2021 to Jun. 9, 2022) for the identification and posting restrictions among the technical and managerial measures, in consideration of the fact the some businesses cannot obtain equipment including servers and others prior to the implementation date of Dec. 10, 2021 due to the semiconductor shortage worldwide, need to inspect the service failure that can occur when applying the new technical measures in the actual service environment, and possibility of user inconvenience, etc.

Other technical and managerial measures, except for the identification and posting restrictions, are implemented on Dec. 10 without any grace periods. The Commission plans to inspect the implementation of the plan for the technical and managerial measures to be taken by the subjected business operators during the grace period.

[Figure III-16] Description of the Main Technical and Managerial Measures

**1. Prepare a Reporting Function**

- Business operators prepare a **system** for the users to report the information suspected of being illegal films, etc. **at all times**, and **place the reporting function** at a location where the users can **easily find**

**2. Measures to Restrict Transmission of Search Results**

- **Identify** whether the information being searched by the users are considered illegal films, etc. by using **title filtering**, the **string comparison method** or other similar methods, **at all times**, and
- When searching for **words frequently used in searching for illegal films, etc.**, restrict the concerned information being **shown as the search results**, and restrict the words frequently used in searching for illegal films, etc. are not shown as **related terms**

**3. Identification and Posting Restrictions**

- **Identify the illegal films, etc.** by applying the **technology** developed and **provided** by the government or **technology** that has passed the **performance evaluation within the last two years**, and **restrict the posting** of the concerned **information**
- When **posting was permitted** by being unidentified, such information must be prevented from distribution by **deleting and block access upon becoming aware**
  - ※ **Provided, six months of grace period (Dec. 10, 2021 ~ Jun. 9, 2022) allowed only for identification and posting restrictions**

**4. Prior Warning**

- **Prior warning** to the users that posting of illegal films, etc. will lead to **deletion and blocking of access**, etc., and they may be **penalized** under the **relevant laws**

**5. Retention of Log Records**

- **Retain the log records** related to operation and management of technical measures **for three years**

The Commission explained that institutional measures were established to prevent damage from the distribution of digital content on sex crimes and for the victims to receive fast relief by implementing the obligations of technical and managerial measures on illegal films, etc., and plans to verify the filtering technology in the actual service environment during the grace period and to carefully take measures for the stable operation of the service and user inconveniences, as this is the system implemented for the first time globally.

**2) Disclosing the Transparency Report on the Processing of Illegal Films, Etc.**

The Commission disclosed the transparency report on the processing of illegal films, etc. for the year 2020 submitted by the major value-added telecommunications business operators and web hard business operators on the webpage of the Commission.

With the amendment of the Telecommunications Business Act and the Information Communications Network Act, since 2021 the obligation to delete and prevent the distribution of digital content on sex crimes for the value-added telecommunications business operators has been strengthened. Therefore the web hard business operators and the value-added telecommunications business operators larger than a specific size<sup>3)</sup> must submit the transparency report. The Commission disclosed the transparency report submitted by the business operators by the end of Jan. 2021

3) Companies, such as the social media community, personal internet broadcasting, search portals, etc., with more than 1 billion KRW in revenue or more than 100,000 daily users on average

through its website after reviewing the reports.

A total of 87 business operators (include 33 web hard business operators) had their transparency reports disclosed, and the report includes matters on the general efforts made to prevent the distribution of illegal films, etc. by each business operator, the result of processing reports and the request for deletion and matters on the placement of a supervisor for the prevention of the distribution of illegal films, etc.

The transparency report has been submitted by not only domestic business operators, but also major overseas business operators as well, including Google and Facebook, etc. Disclosing the status of designating a supervisor for the prevention of the distribution of illegal films, etc. through the transparency report is expected to contribute to increasing the accountability of the business operators on deleting and preventing the distribution of digital content on sex crimes. Moreover, the transparency report includes diverse efforts exerted by the business operators to prevent the distribution of illegal films, etc.

#### [Table III-11] Efforts to Prevent the Distribution of Illegal Films, Etc. by Business Operators

① AI filtering X-eye (Naver), ② Full monitoring of posting 24 hours/day (SK Communications), ③ Image filtering program (DC Inside), ④ Permanent suspension of users uploading obscene materials (Africa TV), ⑤ Automatic blinding upon submitting reports (Citizen), ⑥ Approval system for profile photos (Apr. 7), ⑦ Technology to prevent the live-streaming of harmful content (machine detection, Twitch), ⑧ Operates expert group of content searches (Twitch), ⑨ Applying strict mode for adult content in Korea (Microsoft), etc.

As the amended article of the Information Communications Network Act became effective at the end of 2020 (Dec. 10, 2020), many business operators did not include the results of processing the illegal films, etc. in the transparency report. The Commission will have the internet business operators to manage the processing results for the illegal films, etc. at all times and also conducted education for the supervisors for the prevention of the distribution of illegal films, etc.

### 3) Designation of Institutions or Organizations Supporting the Deletion of Digital Content on Sex Crimes

The Commission held the 58<sup>th</sup> meeting on Dec. 28, 2021 (Tue) and designated 15 institutions, including the Seoul Foundation of Women and Family, etc. as institutions or organizations for reporting and requesting the deletion of illegal films, etc.

The institutions for reporting and requesting the deletion of illegal films, etc. have been introduced to respond faster to the digital content on sex crimes by allowing the designated institutions to make reports and requests to delete illegal films, etc. in addition to the victims.

The institutions or the organizations designated and announced are: Seoul Foundation for Women and Family, Stand Up Against Sex-Trafficking of Minors, Women Emergency Call 1366 Busan Center, Busan Women's Support Center Kkumari, Women's Human Rights Counseling Center Piora Affiliated with Daegu Women's Hotline, Incheon Foundation for Women and Family (Incheon Digital Sex Crimes Prevention and Response Center), Gwangju Women's Link Sexual Violence Counseling Center, Sexual Violence Counseling Center Dahim Affiliated with Daejeon Women's Association for

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Democracy, Gyeonggi Women and Family Foundation (Gyeonggi-do Digital Sex Crime Victims' One-Stop Support Center), Women Emergency Call 1366 Chungnam Center, Chungbuk Women's Human Rights Affiliated Counseling Center Neulbom, Jeonju Sexual Violence Counseling Center Affiliated with Sexual Violence Prevention and Treatment Center, Gyeongbuk Women's Integration Counseling Center Affiliated with Pohang Women's Association, Women Emergency Call 1366 Gyeongnam Center, and Jeju YWCA Digital Sex Crimes Counseling Center.

[Table III-12] Institutions or Organizations for Reporting and Requesting for the Deletion of Illegal Films, Etc.

Location	Name of the Institutions or Organizations
Seoul	Seoul Foundation for Women and Family
	Stand Up Against the Sex Trafficking of Minors
Busan	Women Emergency Call 1366 Busan Center
	Busan Women's Support Center Kkumari
Daegu	Women's Human Rights Counseling Center Pior Affiliated with Daegu Women's Hotline
Incheon	Incheon Foundation for Women and Family (Incheon Digital Sex Crimes Prevention and Response Center)
Gwangju	Gwangju Women's Link Sexual Violence Counseling Center
Daejeon	Sexual Violence Counseling Center Dahim Affiliated with Daejeon Women's Association for Democracy
Gyeonggi	Gyeonggi Women and Family Foundation (Gyeonggi-do Digital Sex Crime Victims' One-Stop Support Center)
Chungnam	Women Emergency Call 1366 Chungnam Center
Chungbuk	Chungbuk Women's Human Rights Affiliated Counseling Center Neulbom
Jeonbuk	Jeonju Sexual Violence Counseling Center Affiliated with Sexual Violence Prevention and Treatment Center
Gyeongbuk	Gyeongbuk Women's Integration Counseling Center Affiliated with Pohang Women's Association
Gyeongnam	Women Emergency Call 1366 Gyeongnam Center
Jeju	Jeju YWCA Digital Sex Crimes Counseling Center

The institutions were designated from the recommendations from the Ministry of Gender Equality and Family and the city and provinces on the institutions or organizations satisfying the legal requirements<sup>4)</sup>, and a total of 15 institutions were designated, including new designations for the Gwangju and Chungbuk region.

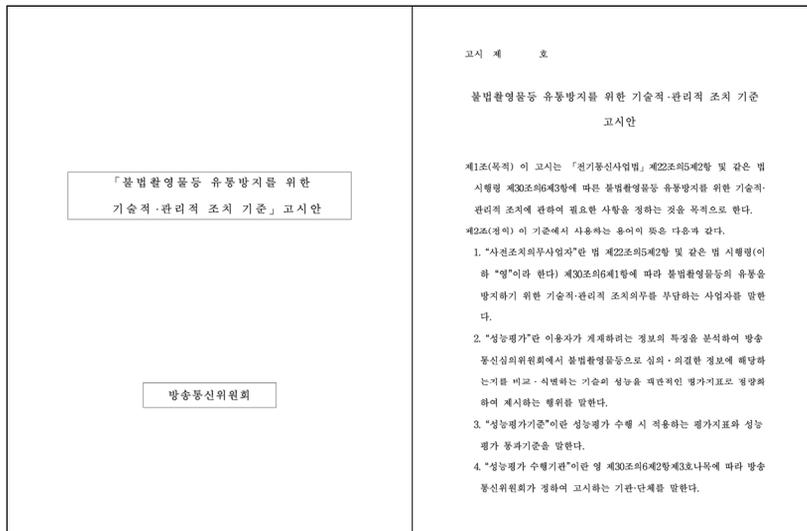
The designation period is from Jan. 1 to Dec. 31 of the following year, and the Commission plans on collaborating actively with the local governments without designated institutions, such as Jeonnam, Gangwon, Ulsan and Sejong, etc., to provide support nationwide for the deletion of illegal films, etc. in the future.

#### 4) Notice on the Standard for Technical and Managerial Measures to Prevent the Distribution of Illegal Films, Etc.

As the obligation to take technical and managerial measures to prevent the distribution of illegal films, etc. begins in Dec. 10, 2021, the Commission enacted a relevant notice to stipulate the details on the technical and managerial measures (Dec. 6, 2021).

4) Institutions and organizations subsidized by the State, City or Do to cover expenses incurred in performing business regarding support, etc. for the deletion of illegal filmed materials, etc. (Article 30-5(1)3 of the Enforcement Decree of the Telecommunications Business Act)

[Figure III-17] Notice on the Standard for Technical and Managerial Measures to Prevent the Distribution of Illegal Films, Etc.



The major terms of the standards on technical and managerial measures are as follows: first is related to providing a reporting function and the processing of reports and request for deletion. The business operators obliged to take preliminary measures must have a system for the users to report information suspected of being illegal films, etc. at any time and place the reporting function at a location that can be easily found by the user.

Also, the result of the processing must be notified to the reporting person within 14 days from the report date (can be extended one time), prepare a list of reports and retain the report and the processing result for three years.

Second is the measures to restrict the transmission and posting of search results. The information being searched by the user must be identifiable, using title filtering, text comparison method or other similar methods, as corresponding to illegal films, etc., and when searching terms that are frequently used in searching for illegal films, etc., measures to restrict the corresponding information from being shown as search results. Also, restrictions must be made so that the terms frequently used in searching for illegal films, etc. are not shown as related search terms.

Moreover, technologies developed and provided by the government agencies or technologies that have passed the performance assessment conducted within the last two years must be applied at all times to identify illegal films, etc. and restrict the posting of such information.

Third relates to prior warning measures and retaining log records. The business operator must inform users, in advance, that when they post illegal films, etc., measures, such as deletion or blocking access, etc. may be taken and that they may be punished under the relevant laws and regulations. The log records related to operating and managing the technical measures must be retained for three years.

Fourth, performance assessment standard was established. 'Probability of identification' and 'consistency' are used as performance assessment indices and other items necessary to obtain the reliability of the performance assessment can be added. The standard to pass the performance assessment can be established by the implementing institutions

with the advice of the advisory committee and discussions with the Commission.

This proposed notice was enacted on Dec. 6 through a resolution of the Commission after having collected the opinions of internet business operators through an administrative notice in September.

### 5) Providing Standard Filtering Technology to Prevent the Distribution of Digital Content on Sex Crimes and Performance Assessment

The Commission and the Ministry of Science and ICT provided a standard filtering technology for illegal films, etc. and public DNA DB from Aug. 17 in order to support the technical measures of internet business operators to prevent the distribution of digital content on sex crimes, and the performance assessment was conducted for the private businesses wishing to use his/her own filtering technology.

#### [Table III-13] Details of Technical and Managerial Measures

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① Provide a reporting function, ② Identification and measures to restrict searches ③ Identification and measures to restrict posting, ④ Prior warning measures, ⑤ Retaining log records

※ Technology selection for identification and measures to restrict searches

a. Technology developed and provided by the government agencies

b. Technology passing the performance assessment conducted within the last two years by an institution determined and announced by the Commission

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As the Telecommunications Business Act and the Information Communications Network Act are amended (Jun. 2020) to delete and prevent the distribution of digital content on sex crimes by internet business operators, web hard business operators and value-added telecommunications business operators over a specific size<sup>5)</sup> must take technical and managerial measures to prevent the distribution of illegal films, etc.

The obligation of technical and managerial measures became effective on Dec. 10 after a one year grace period, and the Commission and the MSICT have collaborated to develop standard filtering technology, creating public DNA DB on illegal films, etc. and implementing performance assessment for private technologies in order to support 'Identification and Restriction on the Posting of Illegal Films, Etc.' among the obligations.

The Commission oversaw matters related to implementing the performance assessment of private technology through the Telecommunications Technology Association (TTA), creating a public DNA DB using the filtering technology, preparing and distributing the relevant guidelines and discussion with the business operators obliged to take preliminary measures, etc. while the MSICT and the Electronics and Telecommunications Research Institute (ETRI) developed a SW identifying whether the image corresponds to the illegal films under management of the Korea Communications Standards Commission by extracting the feature value of the video (DNA) being posted on the website based on deep learning and comparing the feature values.

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5) Companies, such as the social media community, personal internet broadcasting, search portals, etc., with more than 1 billion KRW in revenue or more than 100,000 daily users on average

The illegal film filtering SW and the public DNA DB can be downloaded, free of charge, by the internet business operators from the 'Public DNA DB Technology Support Portal for Digital Content on Sex Crimes, Etc.' (<http://dna.kocsc.or.kr>) opened by the Korea Communications Standards Commission.

## b. Strengthen Regulations on Illegal Spam

### 1) Eradication of Illegal Spam Impersonating a Bank That Can Be Used for Crimes

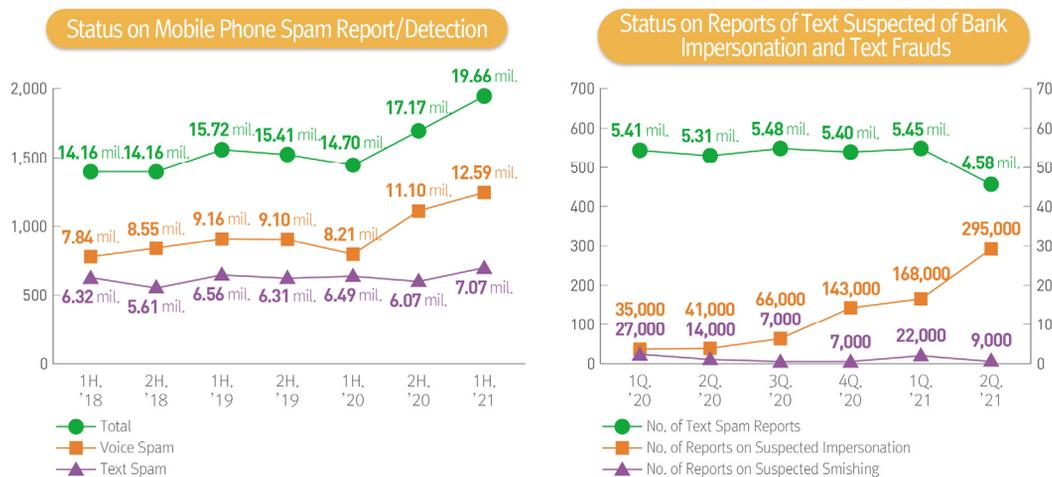
The Commission in collaboration with Ministry of Science and ICT, Financial Services Commission, National Police Agency, Korea Internet & Security Agency and Financial Supervisory Service established and implemented 'Measures to Prevent the Distribution of Illegal Spam Impersonating a Bank' to prevent damage to the people as illegal spam impersonating banks for loans and an emergency relief grant have increased.

Illegal spam impersonating banks, spreading widely recently, is a typical method of using for financial crimes, such as telephone financial fraud, text fraud, etc., by inducing the vulnerable class of people, such as small business owners and the elderly, etc. needing emergency funds, for consultation by pretending to be loan products of commercial banks.

It causes financial damage to the people by making them believe the false information that a prominent financial institution providing low-interest loans, with an application deadline approaching rapidly.

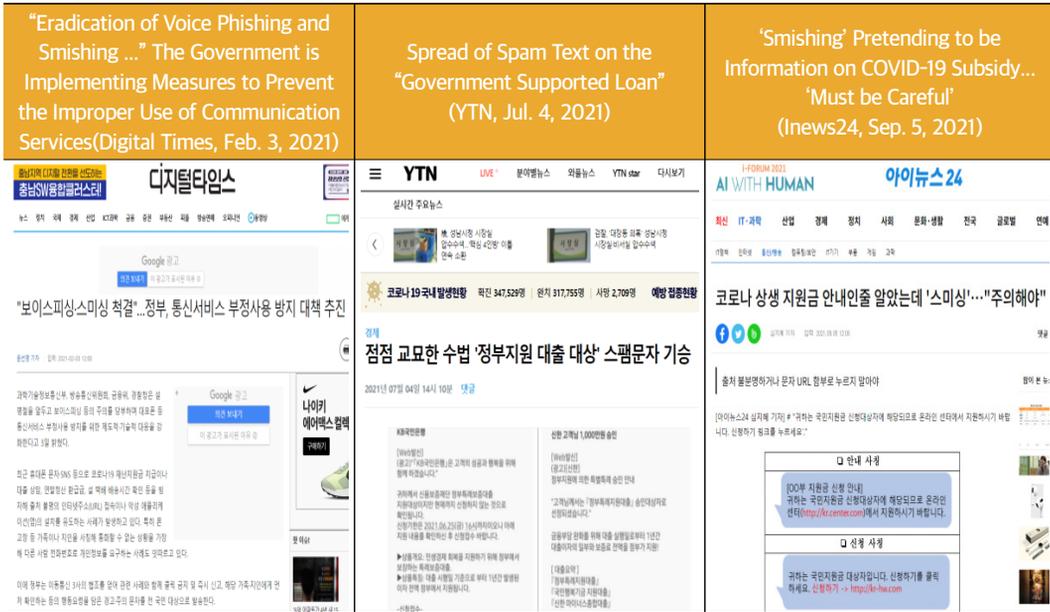
The number of mobile phone illegal spam reported and detected have increased by 15%, from 17.17 million cases in 2020 to 19.66 million cases in 2021, due to the arrival of a non-face-to-face society from COVID-19, and the illegal spam impersonating banks have increased 81%, from 160,000 cases during the first quarter of 2021 to 295,000 cases during the second quarter of 2021.

[Figure III-18] Status on Illegal Spam Reports and the Detection and Status on the Reports of Texts Suspected of Bank Impersonation and Text Fraud



Source: Korea Internet & Security Agency

[Figure III-19] Media Reports



In order to prevent the distribution of illegal spam, the government has restricted the number of mobile phone numbers to three, and one telephone line can transmit 500 texts per day and 1,000 voice phone calls. The three mobile carriers have been blocking illegal spam through the intelligent spam blocking system.

[Table III-14] Status on the Suspension of Spam Telephone Numbers

(Unit: Number of Telephone Numbers)

Classification	2018	2019	2020	Jun. 2021
Suspension of Service (Number of Reports)	19,917 (1,810,436)	17,211 (1,781,877)	27,824 (1,912,085)	26,945 (4,188,068)

Source: Korea Internet & Security Agency

However, despite these government efforts, the ever evolving illegal spam senders secured a large number of telephone lines and are sending illegal spam by bypassing the spam blocking system. As such, on Oct. 28, 2021, the Commission and the relevant government organizations including MSICT, Financial Services Commission and National Police Agency established 'Measures to Prevent the Distribution of Illegal Spam Impersonating Banks' as follows:

First, restrictions on subscribing to fixed line and internet telephones are reinforced so that the illegal spam senders cannot secure a large number of telephone lines. The number of telephone lines, including virtual numbers, fixed lines and internet is limited to five for individuals and up to the number of employees for corporations. Provided, additional lines are permitted after verifying the number of employees, credit rating and a plan on using the number, etc.

Second, all telephone numbers of the illegal spam senders will be suspended from usage. Once confirmed as malicious illegal spam, such as impersonating banks, gambling, drugs, etc., all telephone numbers of the illegal spam

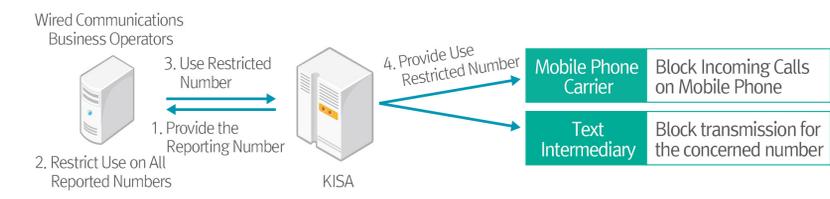
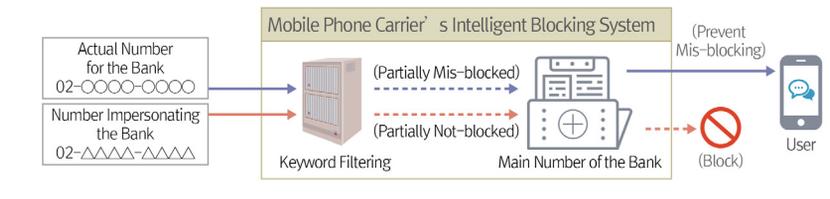
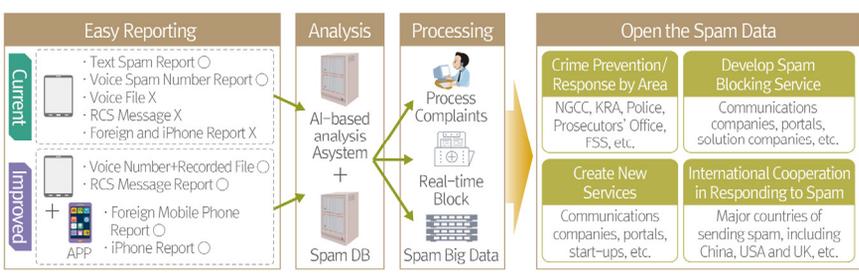
sender will be suspended, not just the number used for the illegal spam, and the suspended telephone numbers will be shared between the telecommunications companies to block illegal spam throughout the entire process of transmission.

Third, the illegal spam senders will be tracked quickly to block the distribution of illegal spam and reinforce the execution of the law, including a crackdown and investigation, etc. Text messages sent over the internet are required to insert the 'identification code' of the initial sender, so that when a user reports of illegal spam or when the government became aware of such, the initial illegal spam sender will be tracked within two days and take measures to stop the transmission of illegal spam.

Moreover, the Commission, National Police Agency and KISA will strengthen the monitoring crackdown and the investigation of illegal spam senders and will impose strict sanction.

Fourth, the bank impersonating spam will be blocked by applying filtering based on the telephone number of financial companies. The telecommunications companies will improve the spam blocking system so that the impersonating text spam will not be sent to the users from the official telephone number of financial companies, and will register the official telephone number of non monetary financial institutions including savings banks and credit card companies, etc.

[Table III-15] Major Enforcements

Classification	
<p>① Improve procedure to suspend the number used for spam</p>	
<p>② Strengthen the blocking of illegal spam by mobile carriers</p>	
<p>③ Improve easy reporting system for illegal spam</p>	

### III. Broadcasting and Communications Policy Outcomes in 2021

Fifth, improvements are made so the users can report illegal spam from foreign-made telephones, including iPhones. 'Mobile phone spam reporting application' will be developed and distributed so that foreign-made phones, such as iPhones, new message specification (RCS<sup>6</sup>), etc.) and voice spam can be easily reported as illegal spam.

Lastly, penalties for the illegal spam senders have been strengthened. In the past, the penalties for the illegal spam senders were significantly low as compared to their profits, so the penalties will be toughened to prevent the same business operators from continuing to violate the law or for the telecommunications companies or text relay business operators from abetting the transmission of illegal spam.

As the illegal spam from overseas are expected to increase, the monitoring of the international text sending sites will be strengthened, as well as collaboration with relevant agencies, including the National Police Agency, etc. Moreover, when reporting a text message suspected of being voice phishing or smishing to 118 (Illegal Spam Reporting Center), 1332 (FSS), 112 (National Police Agency) or the relevant financial company (customer service), information on how to respond and counseling on damages will be provided.

The government plans to actively respond to the illegal spam impersonating financial companies in the era of non-face-to-face interactions through the "Measures to Prevent the Distribution of Illegal Spam Impersonating Banks."

#### 2) Result of the Survey on Spam Distribution for the First Half of 2021

The Commission and the Korea Internet & Security Agency (KISA) released the results of the survey on spam distribution for the first half of 2021 on Sep. 29, 2021, which surveyed the amount of reports and the detections of mobile and e-mail spam, quantity received and the rate of block during the first half of 2021 (Jan. 1 to Jun. 30).

The rate of blocking spam by mobile carriers during the first half of 2021 has improved by 2.3%p to 95.8%, as compared to the second half of 2020 (93.5%). The total number of spam reported and detected was 34.55 million, a 17.5% reduction from the second half of 2020 (41.86 million). The average spam received by a user per day was 0.45 (one message every other day), which is 0.01 less than the second half of 2020.

[Table III-16] Summary of Spam Distribution for the First Half of 2021

Classification		2H. 2020	1H. 2021	Changes
Spam Block Rate of three Mobile Carriers <sup>①</sup>		93.5%	95.8%	2.3%p increase
No. Reported/ Detected <sup>②</sup>	Mobile Phone	17.17 million	19.66 million	14.5%(2.49 mil.) increase
	E-Mail	24.69 million	14.89 million	39.7%(9.8 mil.) decrease
	Total	41.86 million	34.55 million	17.5%(7.31 mil) decrease
No. Received <sup>③</sup> (Daily average per person)	Mobile Phone	0.28	0.35	25.0%(0.07) increase
	E-Mail	0.18	0.10	44.4%(0.08) decrease
	Total	0.46	0.45	2.2%(0.01) decrease

① Average block rate of text spam by the 'intelligent spam block service' of mobile carriers

② Report with KISA and detected with spam trap system

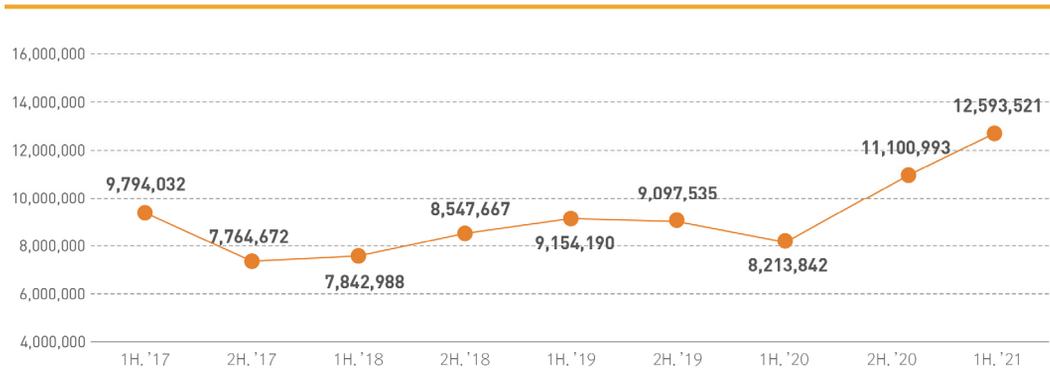
③ Number of spam messages received by a user on average per day via mobile phone or e-mail (sample survey with 3,000 people, May 20 to 26, 2021)

6) RCS (Rich Communication Service) : New messaging service that can transmit high capacity texts and multi-media texts (up to 100 MB), and chat (up to 100 people).

Mobile telephone voice spam increased 13.4% as compared to the second half of 2020 (11.1 million →12.59 million), and a fixed line telephone service was the highest transmission method with 49.4%. The number of mobile telephone voice spam during the first half of 2021 was 12.59 million, a 13.4% increase from the second half of 2020 (11.1 million →12.59 million). Spam sent from the fixed line telephone was the highest transmission method with 49.4%, followed by internet telephone at 35.7%, mobile telephone at 12.3% and the international telephone at 2.6%.

[Figure III-20] Trend of Total Mobile Telephone Voice Spam Transmitted During the Most Recent Five Years

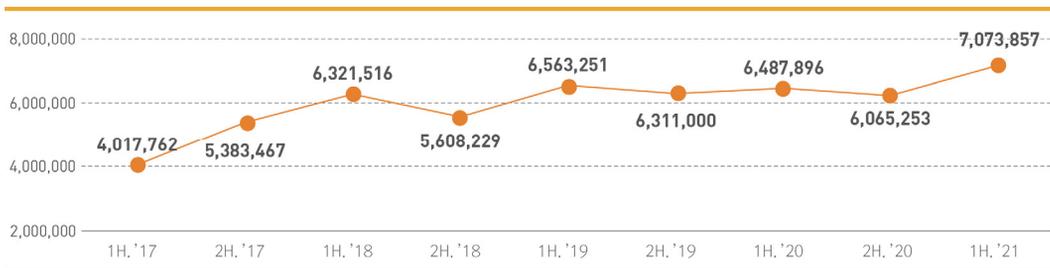
(Unit : Cases)



Mobile telephone spam text increased 16.6% compared to the second half of 2020 (6.07 million →7.07 million), and the largest number of spam was sent through the bulk text message services at 93.9%. During the first half of 2021, a total of 7.07 million mobile telephone spam texts were transmitted, an increase of 16.6% as compared to the second half of 2020 (6.07 million →7.07 million). The largest number of spam texts were through using the bulk text message service at 93.9%, followed by mobile phone service at 4.9% and others at 1.2%.

[Figure III-21] Mobile Telephone Spam Texts Reported and Detected During the Most Recent Five Years

(Unit : Cases)

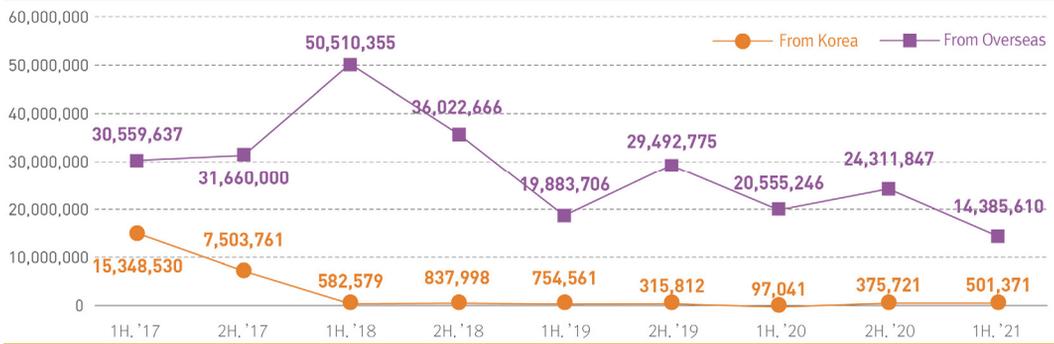


During the first half of 2021, 14.89 million cases (domestic: 0.5 million, overseas: 14.39 million) of spam e-mails and the ones sent from overseas decreased by 40.8% compared to the second half of 2020. Especially, the spam e-mails sent from China decreased by 34.3% (16.7 million →10.97 million) compared to the second half of 2020.

### III. Broadcasting and Communications Policy Outcomes in 2021

[Figure III-22] Trend of No. of Domestic and Overseas Spam E-Mails Reported and Detected During the Most Recent Five Years

(Unit: Cases)



In case of distribution status by advertisement type, illegal loan (53.1%) was the highest type of mobile telephone spam, and this is due to the fact that the spam impersonating government and financial institutions have increased due to COVID-19. Also, illegal loans were the highest at 53.1% among the mobile phone voice and text spam (10.36 million) that can be identified, followed by gambling at 19.5% and adult content at 12.1%.

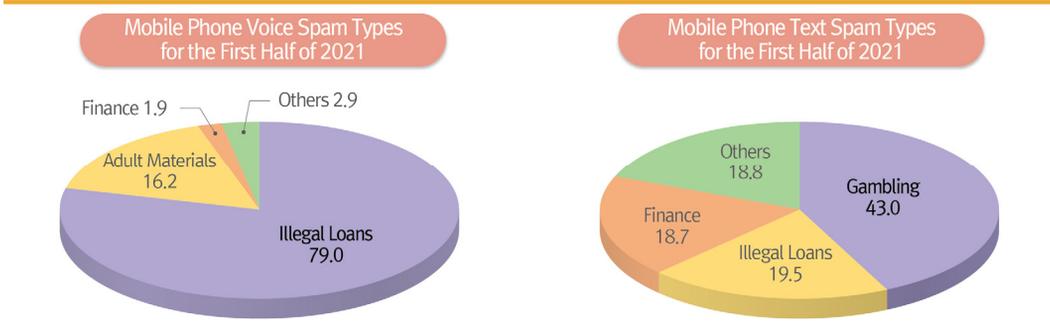
Also, illegal loans (79.0%) were the highest type of mobile telephone voice spam, and gambling (43.0%) was the highest type of mobile telephone spam texts.

[Table III-17] Mobile Telephone Spam Type During the First Half of 2021

Rank	Advertising Type	Mobile Telephone Spam		Sub-Total	Share
		Voice	Text		
1	Illegal Loans	4,622,694	880,039	5,502,733	53.1%
2	Gambling	78,784	1,939,034	2,017,818	19.5%
3	Adult Content	945,606	313,245	1,258,851	12.1%
4	Financial	108,992	843,077	952,069	9.2%
5	Telecommunication Subscription	83,030	131,478	214,508	2.1%
-	Others	12,723	404,830	417,553	4.0%
	Total	5,851,829	4,511,703	10,363,532	100.0%

[Figure III-23] Installation and Instruction for Telecommunication Company Application to Block Spam Texts

(Unit : %)



The average number of spam received by one mobile phone user per day was 0.11 for voice spam, which is 0.02 increase from the second half of 2020. The number of spam texts were 0.24, which is a 0.05 increase from the second half of 2020, and the number of e-mail spam was 0.10, which is a 0.08 decrease from the second half of 2020.

[Table III-18] The Number of Spam Received During the First Half of 2021

Classification			2H. 2020	1H. 2021	Change
Mobile Telephone	Voice	Number Received	0.09	0.11*	0.02↑
	Text	Number Received	0.19	0.24	0.05↑
E-Mail		Number Received	0.18	0.10	0.08↓

\* 0.11 per day: One mobile telephone user receiving approx. 3.3 mobile telephone voice spam in one month

Moreover, the increase in financial advertisements (0.03↑, 0.14→0.17) compared to the second half of 2020 was determined to be the main cause for the increase in mobile telephone spam texts received, and the rate of blocking spam texts by the intelligent spam blocking service\* was 95.8% on average, which is a 2.3% increase from the second half of 2020.

\* Service where spam is blocked by comprehensively analyzing the receiving/sending telephone numbers, substance of the text and transmittal pattern, etc. during the process of receiving the text message

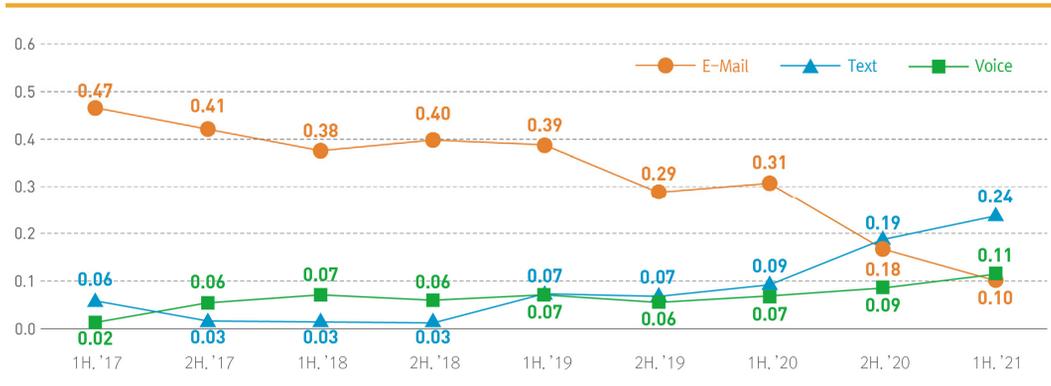
[Table III-19] Trend in the Number of Spam Texts Received by Advertisement Type

(Unit : No.)

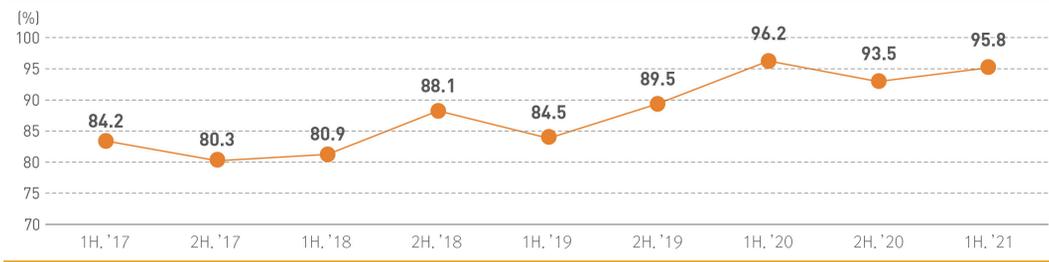
Classification	Gambling	Illegal Loan	Financial	Telecommunications Subscription	Adult Content	Others	Average
2H. 2020	0.05	0.00	0.14	0.00	0.00	0.00	0.19
1H. 2021	0.04	0.00	0.17	0.01	0.00	0.01	0.24

[Figure III-24] Trend in the Number of Voice, Text and E-Mail Spam Received During the Most Recent Five Years (per person on average per day)

(Unit: No.)



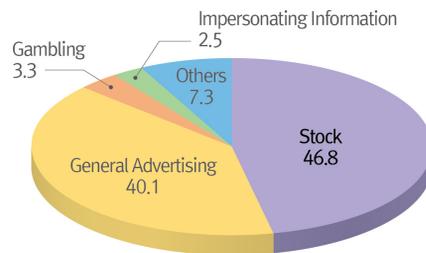
[Figure III-25] Trend in the Blocking Rate of the Intelligent Spam Blocking Service During the Most Recent Five Years



Among the spam reported during the first half of 2021, COVID-19 related spam accounted for 201,810, of which spam on stocks was the largest at 46.8% of the total (94,501 cases). Also, spam impersonating financial institutions also recorded 5,104 cases, and the number of spam texts related to COVID-19 blocked autonomously by the mobile carriers during the first half of 2021 was 16,731,475 cases.

[Figure III-26] Status on COVID-19 Related Spam Reports During the First Half of 2021

Classification	Reported (No.)	Share (%)
Stock (Recommendations)	94,501	46.8
General Advertising	80,892	40.1
Gambling	6,723	3.3
Impersonating Information	5,104	2.5
Others	14,590	7.3
Total	201,810	100
0.18	0.10	0.08↓



The Commission and KISA are actively promoting the impersonating spam blocking policy through sharing the spam data with the commercial banks, mobile carriers and text relay businesses to minimize the damage incurred by the people due to illegal spam impersonating banks, and the blocking key words were improved based on the phrases frequently used in impersonating spam to use them in blocking the transmission of spam, along with the three mobile carriers.

Notwithstanding these efforts, the trend in the increase of illegal spam is not being tamed, as they mislead the recipients with clever phrases and changing telephone numbers, etc., and we will respond strictly to spam impersonating banks by establishing collaborative measures with relevant agencies.

### 3) Strengthening the Activities to Prevent Illegal Spam and Damages to the People

The commission office affiliated with the Commission is newly implementing work with the relevant organizations to respond to illegal spam in the real estate area, which is increasing recently, and transmitted captioned broadcasting through major media to prevent illegal spam and damages (Two weeks from Jun. 21 to Jul. 4, 2021).

As the people's interest in the real estate market has increased, illegal spam related to real estate and investments have increased continuously. In 2020, real estate accounts for approximately 20% (179 cases) of the fines levied as an administrative sanction for illegal spam (899 cases).

As such, the commission office implemented a new work collaboration with Korea Real Estate Parcel Out Association, designated as an educational institution for the parcel out agents by the Ministry of Land, Infrastructure and Transport, and provided an information brochure on the Information and Communications Network Act and a video on education for preventing the transmission of illegal spam to the affiliated companies and employees.

Moreover, the mandatory education of the Parcel Out Association included information on 'Notes on Transmitting Advertising Information for Profit Purposes,' and changed the standard form for the consent on receiving parcel out information marketing used on site by the parcel out agents to include the information regarding for-profit advertising information.

[Figure III-27] Standard Form (Proposed)

- 분양정보를 제공받고 싶으신 고객님께서서는 아래에 고객 정보를 입력해주시기 바랍니다. -

- 고객정보 기재란 - (\*는 필수입력항목입니다)

<b>* 성명</b>	
<b>* 연락처</b>	
<b>주소(도,시,동)</b>	

\* 는 고객님의 분양정보 제공에 필요한 최소한의 개인정보를 수집하고 있습니다.  
 이에 개인정보의 수집 및 이용에 관하여 아래와 같이 안내하오니 충분히 읽어보신 후 동의하여 주시기 바랍니다.

**[개인정보의 수집/이용 동의]**

<b>개인정보의 수집주체</b>	시공사: _____, 시행사: _____, 대행사: _____
<b>개인정보의 수집/이용 항목</b>	성명, 연락처, 주소, 설문내용
<b>개인정보의 수집/이용 목적</b>	소재 ' _____ ' 분양정보에 대한 안내(전화, 문자, 우편)
<b>개인정보의 보유 및 이용기간</b>	개인정보 취득일로부터 1년 이내
<b>개인정보 동의를 거부할 권리</b>	귀하께서는 개인정보 수집/이용을 거절하실 수 있으며, 거절하실 경우 분양정보 안내 등의 서비스를 제공해 드릴 수 없습니다.

<b>개인정보 수집/이용 동의</b>	<b>영리목적 광고성 정보의 수집/이용 동의</b>	<b>오후 9시부터 그 다음 날 오전 8시 사이 영리목적의 광고성 정보 전송 동의</b>
개인정보의 수집, 이용에 동의하십니까? <input type="checkbox"/> 동의함 <input type="checkbox"/> 동의하지 않음	영리목적의 정보 수집, 이용에 동의하십니까? <input type="checkbox"/> 동의함 <input type="checkbox"/> 동의하지 않음	영리목적의 정보 수신에 동의하십니까? <input type="checkbox"/> 동의함 <input type="checkbox"/> 동의하지 않음

**\* 영리목적 광고란 ' \_\_\_\_\_ ' 아파트 분양정보만을 말한다.**

본인은 상기 내용을 충분히 확인하였으며 이에 서명합니다.      성명 \_\_\_\_\_ (서명 또는인)

2021년      월      일

The commission office also aired a captioned broadcasting to inform the people about preventing the transmission of illegal spam and damages, in collaboration with Korea Broadcasters Association, Korea Cable TV Association and Korea IPTV Association, for two weeks from Jun. 21, 2021 through the member broadcasting channels.

[Figure III-28] Main Contents of the Captioned Broadcast

- 코로나19 상황을 악용하여 대출, 도박, 주식광고 등 불법스팸을 전송하는 행위가 늘어나고 있습니다.
- 불법스팸을 전송하면 형사처벌을 받거나 과태료를 부과받을 수 있습니다.
- 불법스팸을 수신하신 분께서는 ‘휴대전화 간편신고’ 기능을 이용하거나 국번없이 118로 신고하여 주시기 바랍니다.

4) Quick Blocking of Illegal Loan Spam By Restricting the Use of the Calling Number, Etc.

The commission office affiliated with the Commission released the result of the joint crackdown on the sender of illegal loan spam and information and communications service provider conducted since the end of Jun. 2021 with the Seoul Metropolitan Police and KISA.

There were 5.82 million illegal loan spam reported during the first half of 2021, and the illegal loan spam impersonating banks increased rapidly from 160,000 cases during the first quarter of 2021 to 290,000 cases in the second quarter of 2022, which led to smishing and voice phishing to increase the monetary loss of the people.

As such, the three institutions, including the commission office, established a collaboration system to prevent these damages and to block the transmission of spam and conducted a joint crackdown since the end of last June. Approximately 70,000 numbers sending illegal loan spam were restricted, 627 transmitting accounts (ID) were blocked and 15 companies that provided information and communications services were levied with KRW 76 million in fines.

[Table III-20] Information on the Implementation and Measures Taken Related to Blocking Illegal Loan Spam

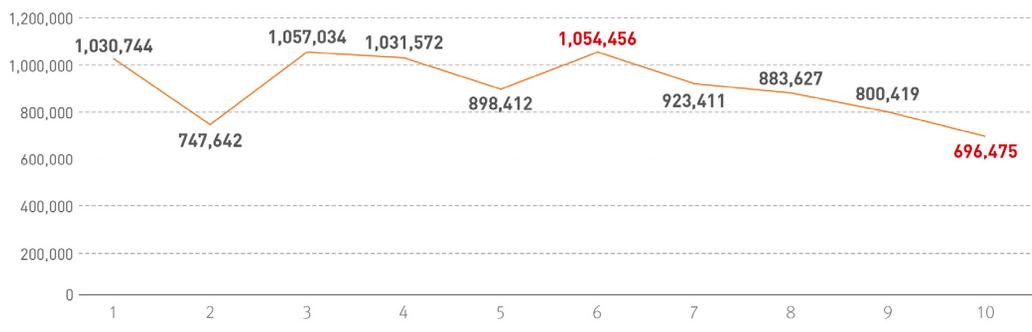
No.	Main Contents	Period	Subject of Crackdown	Measures Taken	
				Number Suspended from Usage (Account Suspended)	Fines
1	Restriction on Telephone Numbers Used in Illegal Loan Spam	Jun.~ Oct.	- Voice Phishing Spam - Illegal Loan Impersonating Major Banks	69,829 (237)	-
2	Joint Inspection of Information and Communications Service Providers	End of Jun.	- Two Internet Telephone (VOIP) Businesses - One Text Reseller	-	KRW 23 Mil. (Three Companies)
3	Joint Inspection of Bulk Text Messaging Service Business (Office, KISA)	Sep. ~ Oct.	- Five Text Relay Businesses - 10 Text Resellers	(390)	KRW 43 Mil. (11 Companies)
4	Additional Joint Inspection and Search and Seizure of Information and Communications Service Providers	Oct.	- One Internet Telephone (VOIP) Business	-	KRW 10 Mil.
Total			19 Information and Communications Service Providers	69,829 (627)	KRW 76 Mil. (15 Companies)

For the joint crackdown of illegal loan spam, KISA analyzed the reports received by the illegal spam response center and had the telecommunications companies to restrict the use of the approx. 33,000 telephone numbers used to send illegal loan spam and shared the data with the commission office and the Seoul Metropolitan Police.

Based on this data, the commission office conducted an on-site inspection of the three information and communications service providers that provided the number to the sender of illegal loan spam and levied KRW 23 million in fines. The Seoul Metropolitan Police took measures for the telecommunications company to suspend the use of approximately 30,000 additional telephone numbers and block 237 transmitting accounts (ID).

[Figure III-29] No. of Illegal Loan Spam Reported in 2021 by Month

(Unit: Cases)



Also, in Oct. the joint inspection of three agencies and search and seizure was conducted on one business that did not take measure to refuse the service provision to a sender of illegal loan spam, even with fines being levied continuously (total of seven times), and levied a fine of KRW 10 million and restrict the use of approx. 7,000 number provided to the illegal spam sender.

Moreover, the commission office and KISA inspected 15 bulk text messaging service businesses during the past Sep. and Oct., and took measures to immediately block 380 accounts (ID) sending illegal loan spam, etc. Also, a fine of KRW 43 million was levied on 11 companies with the insufficient monitoring of illegal spam reports and sanctions.

The monthly illegal loan spam reported decreased 42% from 1.05 mil. cases in Jun. 2021 to 0.61 mil. cases in Nov. 2021 due to the proactive actions taken by the three agencies.

On the other hand, the commission office forwarded 97 cases to the prosecutor's office and levied around KRW 3,343.15 million (780 cases) in fines for the transmission of illegal spam, including illegal loans, and will continue to strengthen the collaboration system with the relevant agencies to eradicate illegal spam.

The Commission stated that the quick on-site crackdown with the relevant agencies led to the reduction of illegal loan spam reported and will create a healthy communications environment by strictly penalizing the illegal spam senders, as well as the information and communications service providers who take no action.

### III. Broadcasting and Communications Policy Outcomes in 2021

[Table III-21] Illegal Spam Investigation (Forwarded to the Prosecutor's Office) Status (Jan. ~ Nov. 2021) (Unit: Cases)

Classification	Illegal Loan	Stock	Insurance (Financial)	Drugs	Adult Content	Communications Subscription	Others	Total
No. of Cases	16	11	10	14	16	25	5	97

※ Others include cosmetic sales, real estates and education, etc.

[Table III-22] Illegal Spam Administrative Sanction (Fines) Status (Jan. ~ Nov. 2021) (Unit: Cases/ KRW 1 million)

Classification	Real Estate	Stock	Chauffeur Service	Communications Subscription	Loan	Adult Content Advertising	Others	Total
No. of Cases	147	226	14	31	6	1	355	780
Amount of Fine	560	1,047	111	145	28	9	1,443	3,343

※ Others include general advertising related to the company's products and services

#### 4) Crackdown of Adult Content Advertising and Obscene Materials Spam and Violators Caught

The commission office affiliated with the Commission disclosed that after conducting intensive investigation on adult content advertising businesses that used obscene language or sent illegal spam by avoiding or interfering with the recipient's refusal to receive texts and forwarded 17 businesses and 12 suspects to the prosecutor's office.

The commission office analyzed the data on adult content advertisements and obscene materials spam reported between Sep. and Dec. of 2020, and conducted an investigation on the businesses deemed to have violated the Act on Promotion of Information and Communications Network Utilization and Information Protection from Jan. to Mar..

This investigation was implemented to strengthen the surveillance of media delivering illegal information, including prostitution, in line with the crackdown (three suspected forwarded to the prosecutor's office) of the spam senders of illegal information, including prostitution, in January.

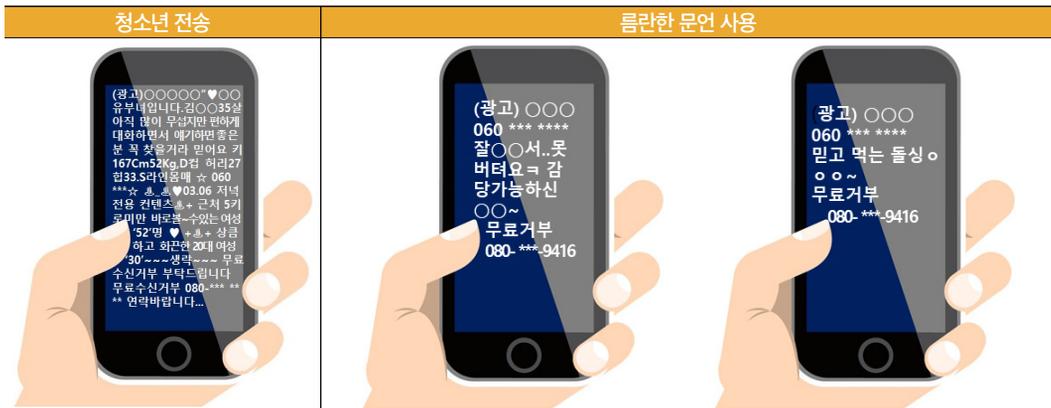
Recently, the reports of indiscriminate adult content advertisements from phone numbers starting with 060 sent to adolescents are increasing, and therefore, the surveillance of related businesses will continue.

The Commission takes strict measures against the act of distributing illegal information to adolescents, such as obscene information or soliciting for prostitution, etc., and will continue to uncover, investigate and the crackdown on illegal spam that cause inconvenience to the people, such as illegal loan, COVID-19 subsidy, stock investment, adult content advertisements, etc.

[Figure III-30] Irregular Notation of the Company Name, Including Special Characters for Contact Information



[Figure III-31] Use of Obscene Language and Sending Adult Content Advertisement to Adolescents



The commission office stated that people’s continuous interest is necessary to block illegal spam, such as adult content advertisement, obscene materials, etc., and the smart-phone users should install the text blocking app provided by each mobile carrier to register unwanted phrases or telephone numbers in advance.

[Figure III-32] Installation and How to Use the Mobile Carrier’s Spam Text Blocking App

Spam Text Blocking App Operated by the Three Mobile Carriers	Installation and How to Use
 <div style="display: flex; flex-direction: column; align-items: center;"> <div style="display: flex; align-items: center; margin-bottom: 5px;">  <div style="margin-left: 5px;">T스팸필터링 SKTelecom</div> </div> <div style="display: flex; align-items: center; margin-bottom: 5px;">  <div style="margin-left: 5px;">KT스팸차단 KT Corporation</div> </div> <div style="display: flex; align-items: center;">  <div style="margin-left: 5px;">U스팸차단 LG유플러스</div> </div> </div>	<div style="display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">   </div> <ul style="list-style-type: none"> <li>- Installation: Start Play Store or App Store → Search ‘Spam Text Blocking App’ → Install</li> <li>- How to Use: Start the App → Manage Block → Register Number or Phrase to Block → Save</li> </ul>

## c. Strengthening the Protection of Children and Adolescent on the Internet

### 1) The First Internet and Communications User Protection Award and 2021 Internet Ethics Contest Awards Ceremony

The Commission held the First Internet and Communications User Protection Award and 2021 Internet Ethics Contest Awards on Dec. 27.

The Commission implemented a reward for the merits of the internet and communications user protection for the first time this year, and selected a total of nine recipients (one for order, one for medal, three for presidential citations and four for prime minister citations) and held a ceremony to congratulate their achievements.

Also, the Internet Ethics Contest, continuing since 2010, was also held during the ceremony, and awards were given for the winners of the Internet Ethics Creative Content Contest (one President's Award and one Prime Minister's Award). The families of the winners were to be invited to the award ceremony, at first; however, due to the spread of COVID-19, only the recipients were invited to participate, and the ceremony was held under strict quarantine guidelines.

First, the Order of Science and Technology (Ungbi Medal) was awarded to Yu Yeongsang (CEO, SKT) and Service Merit Medal was awarded to Hong Daesik (Professor, Sogang University) for contributions to improving the user rights and interests in the internet and telecommunications service area. Also, the Presidential Citation was awarded to Kim Hyeonsu (Executive Director, Korea Information Society Development Institute), Gang Sinwook (Partner, Shin & Kim LLC) and Park Seongho (Chairman, Korea Internet Corporations Association), and the Prime Minister's Citation was awarded to Bae Cheolki (Director, KT), Choi Wooseok (Senior, LGU+), Han Changrae (Vice President, Korea Credit Bureau) and Cho Daegeun (CEO, Inca Research & Consulting).

Yu Yeongsang, CEO of SKT, awarded with the Order of Science and Technology, was recognized for his contribution in improving the user satisfaction in the wired and wireless communications area<sup>7)</sup> and for supporting the non-face-to-face activities of the socially vulnerable class in the COVID-19 environment.

Hong Daesik, Professor at Sogang University, awarded with the Service Merit Medal, was recognized for his contribution in amending the legal system to realign the regulations system by type of user rights infringement under the rapidly changing ICT environment and figuring out the means to improve the mobile phone distribution structure.

The Presidential Citation recipients, Kim Hyeonsu, Executive Director at the Korea Information Society Development Institute, diligently provided advice on strengthening the online platform user protection and reinforcing the damage relief of internet users. Gang Sinwook, Partner at Shin & Kim LLC, contributed to arriving at effective communications conflict resolution proposal as a communications dispute mediation committee member. Park Seongho, Chairman of the Korea Internet Corporations Association, is contributing to improving the internet environment by promoting the autonomous regulation of the member internet companies.

The Prime Minister's Citation recipients, Bae Cheolki, Director at KT, contributed to improving the rate of successfully determining illegal telephone by developing an AI-based international illegal telephone detection solution. Choi Wooseok, Senior at LGU+, was recognized for creating an internal protocol to prevent the recurrence of similar

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7) Receiving the highest overall score among the three telecommunications companies in the wired/wireless communications area, from the result of the assessment on user protection conducted each year by the Commission.

complaints based on his experience working at the customer service center. Han Changrae, Vice President at Korea Credit Bureau, contributed in providing the identity authentication method necessary to login to COVID-19 vaccination registration webpage and the payment of emergency relief funds, etc. Cho Daegu, CEO of Inca Research & Consulting, has contributed to improving the system to establish a fair network usage environment.

[Figure III-33] Internet Communications User Protection Contribution Award



The Grand Prize (Presidential Award) of the Internet Ethics Creative Content Contest was awarded to a teaching and learning scenario (title: 'A Grand Adventure to Rescue the Real News on a Metaverse (M-Bus)') submitted by teachers, Lee Seungwoo, Wang Sanggyun and Kim Hojeong, of Changnyeong Seongsan Elementary School and Daehap Elementary School. It was highly assessed for having content that leads to both learning and fun, such as learning about false news using the metaverse platform and learning how to distinguish information, etc.

Also, the Best Excellence Award (Prime Minister's Award) was rewarded to the video content (titled 'Digital Footprint, Be Careful of a Double-Edged Sword') created by teachers, Lee Taeho and Park Jinyong, from Gyeryong Elementary School and Geojae Elementary School, and the acting of adolescents were excellent about the importance of privacy and the good and the bad of digital records.

The Commissioner's Award was given to experts in various areas and the creator of excellent music at the Internet Ethics Creative Music Festival who worked to create a health internet ethics culture during 2021.

[Figure III-34] Internet Ethics Contest Awards



[Table III-23] Contributors in Creating a Healthy Internet Ethics Culture

	Name	Affiliation	Position
1	Kim Danbi	Uijeongbu Howon Elementary School	Teacher
2	Ha Seungjin	Jukri Elementary School	Teacher
3	Jo Jaehee	Sogang University	Professor
4	Park Eunmyeong	National Information Society Agency	Senior
5	National Science Museum	-	Group

[Table III-24] Creative Content Contest

Area	Award	Name	Affiliation	Position
Teaching and Learning Scenario	(Grand Prize) Presidential Award	Lee Seungwoo, Wang Sanggyun, Kim Hojeong	Changnyeong Seongsan Elementary School (Gyeongnam) Daehap Elementary School (Gyeongnam)	Teacher
		Park Jinyong Lee Taeho	Geogae Elementary School (Gyeongnam) Gyeryong Elementary School (Gyeongnam)	Teacher
Awareness Raising Content	(Excellence Award) Commissioner's Award	Sim Jaeyong, Jang Seoyun	Daeji High School (Gyeonggi)	Student
		Lee Yejin, Lee Jiyun	Daegu Chimsan Elementary School (Daegu)	Student
		Heo Donggwan, Hwang Yeonghun, Kim Taehyeon	Hayang Elementary School (Gyeongbuk)	Student

Area	Award	Name	Affiliation	Position
Awareness Raising Content	(Excellence Award) Commissioner's Award	Park Seonyeong	Jeongam Elementary School (Gwangju)	Teacher
		Park Sena, Lee Hyeonseob	Freelancer	Freelancer
		Heo Yunhyeon	Inje University (Gyeongnam)	Student
	(Excellence Award) Minister of Defense Award	Lee Jongsang	Airforce Cyber Strategy Control Center	Captain
Teaching and Learning Scenario	(Excellence Award) Commissioner's Award	Kim Sumin Won Jiyeong Jin Seoyeong	Unyang High School (Gyeonggi) Hyangsan Elementary School (Gyeonggi) Seoul Seobinggo Elementary School (Seoul)	Teacher
		Yu Sohyeon Im Solji Heo Inseon	Daejeon Eunongsong Elementary School (Daejeon) Seoul Munhyeon Elementary School (Seoul) Seoul Gileum Elementary School (Seoul)	Teacher
		Kim Namju, Bae Jihyeon, Lee Subin	Ehwa Women's University (Seoul)	Student
	(Excellence Award) Minister of Education Award	Sim Jeongseob	Seongwon Elementary School (Chuncheon)	Teacher
		Ji Suhyeon	Deokhwa Middle School (Daegu)	Teacher
		Choi Wonhyeok, Park Changhee	Euseong Elementary School (Gyeongbuk)	Teacher
Creative Music	(Grand Prize) Commissioner's Award	Sim Yeonju	Yeoju University (Gyeonggi)	Student
	(Best Excellence Award) Commissioner's Award	Kim Minseok Na Hunsang	Yeoju University (Gyeonggi) 9 <sup>th</sup> Division, 30 <sup>th</sup> Brigade	Student Private First Class
		S2J (Lee Yongjae, Lee Gangha, Song Yeongwoong)	Freelancer	Freelancer
Children's Music Contest	(Best Excellence Award) Minister of Education Award	Kim Jeongseon, Han Chorong	General	-
		Yeom Gyeongah	Freelancer	Freelancer
Creative Music	(Excellence Award) NIA President's Award	Kim Namsu Jeon Hyeonsu	Quartet Preparatory Educational Institution	Pianist Deputy Director
		Oh Taeseok, Chae Yeongjun	Freelancer	Freelancer
Kim Mincho		Freelancer	Freelancer	
Park Gyeonglin		Dongdeok Girls' High School (Seoul)	Teacher	
In Yunhee, Han Eunseon		Freelancer Jigyungsa Ltd.	Freelancer Chief Editor	
Children's Music Contest		Jang Eunmi Son Bohyeon	Romi Music Yeondong Elementary School (Busan)	CEO Teacher

[Table III-25] University Club with Excellent Activities

Awards	Name	Affiliation	Position
(Best Excellence Award) Commissioner's Award	Frienmily	Joongang University (Seoul)	Students
(Excellence Award) NIA President's Award	Moccozi	Dongseo University (Busan)	Students
	Adri	Chungnam National University (Chungnam)	Students

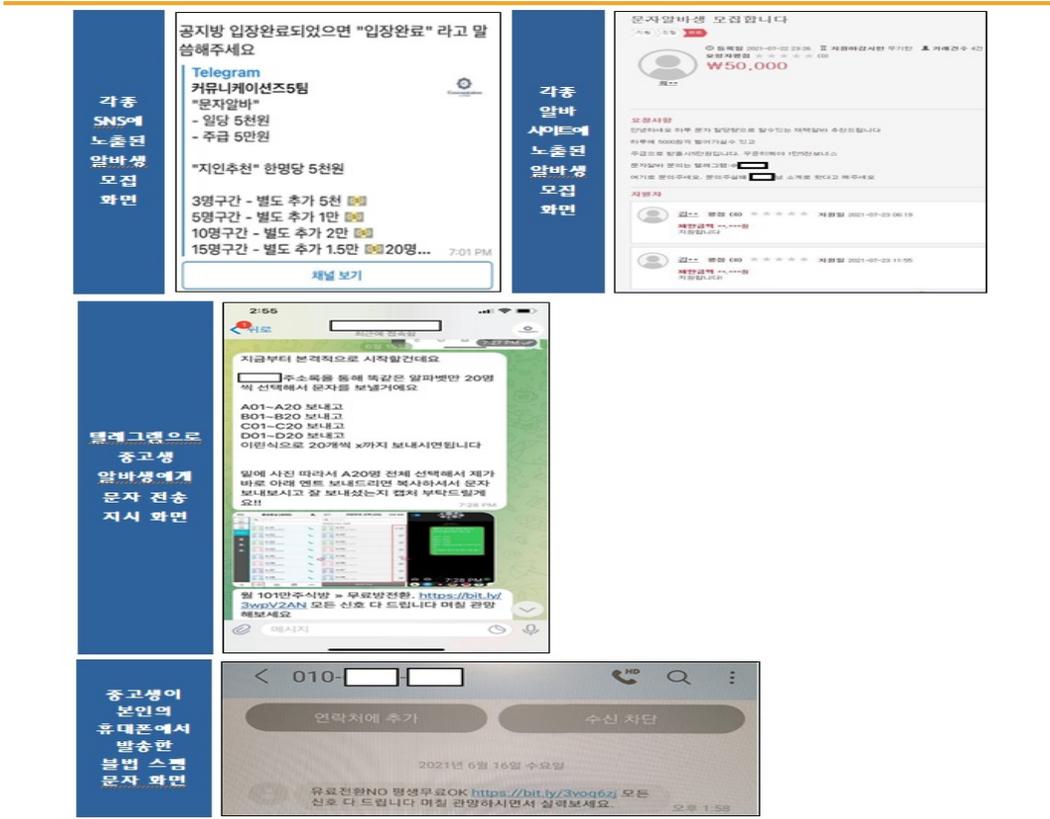
2) Warning on the Part-Time Jobs of Sending Illegal Spam Texts to Secondary School Students

The Commission and KISA discovered a new type of illegal spam and are warning adolescents and their guardians about attracting secondary school students to send illegal texts.

These people are recruiting secondary school students for part-time jobs offering KRW 50,000 per week and additional KRW 5,000 for recruiting friends, to send text messages, and they use Telegram to hide their identities. The students are to send approx. 500 spam texts per day to the mobile telephone numbers received from them.

This illegal spam text sending part-time job offers is spreading among secondary school students as an easy part-time job, and most of the students believe these jobs to be legal.

[Figure III-35] Screen Shot of Recruiting Students for Part-Time Jobs Through SNS, and Examples of Spam Texts Sent



However, the act of sending illegal spam texts, unwanted by the recipient, using his/her personal mobile phone is strictly prohibited by the relevant laws, such as the Information and Communications Network Act, etc., and is subjected to a fine of up to KRW 30 million<sup>8)</sup>. Moreover, sending advertising information for goods or services prohibited by the Information and Communications Network Act or other laws, such as illegal loans, gambling, illegal drugs, etc., is punishable under criminal law for up to one year of imprisonment<sup>9)</sup>.

### 3) Online Launching Ceremony for 2021 College Student Internet Dream Group

The Commission held an online launching ceremony for 2021 College Student Internet Dream Group on May 21 (Friday). Approx. 50 club representatives from 10 universities nationwide attended the ceremony, and it was held both online and offline in consideration of the COVID-19 circumstances.

[Figure III-36] Online Launching Ceremony for the College Student Dream Group



The Commission is implementing an internet ethics education for the whole nation, including children, adolescents, adults, military and vulnerable class, as the national agenda for the current government, and is also promoting the “Beautiful Internet World” campaign to create a culture of using the internet properly.

The College Student Internet Dream Group is a program that supports creative club activities that connects the university club activities with inter ethics in order to spread the healthy internet ethics in a digital space, and this is the second year.

The university club support program that first began in 2020 was very popular with the college students, and produced 112 dream group members from nine clubs. Last year, Buddhism club (Kyunghee University) published a book of analects by combining Buddhist scriptures with internet ethics, and a start-up club (Hyupsung University) produced Sunfull goods with 3D printers.

At this year’s launching ceremony, Hyupsung University’s start-up club (SSUM) that received the Best Excellence Award (Commissioner’s Award) last year, introduced examples of excellent activities and provided mentoring, and the representatives of the 10 university clubs selected this year presented the plan and direction for the Internet Dream

8) Article 50 (Restriction on Transmission of Advertising Information for Profit) and Article 76 (Administrative Fines) of the Act on Promotion of Information and Communications Network Utilization and Information Protection

9) Refer to Article 50-8 (Prohibition on Transmission of Advertising Information for Unlawful Acts) and Article 74 (Penalty Provisions) of the same Act

### III. Broadcasting and Communications Policy Outcomes in 2021

Group activities.

Also, activities, such as Let's Challenge! Internet Ethics Golden Bell! quiz and online rally, etc. were conducted, and everyone was motivated to spread internet ethics together.

This year, 200 dream group members, from 10 university clubs and from seven regions were selected, and each club will use their expertise, from volunteering, advertising, theater, law, media to programming, etc., to conduct the activities to create a beautiful internet world for the next six months.

[Table III-26] Activities in 2021 (10 College Clubs in seven Regions)

Club Name (Area/ Members)	Region	School Name	Major Activities (Proposed)
Moccozi (Welfare/5)	Busan	Dongseo University	Internet ethics education for children and the elderly
Soyung Tube (Media/15)	Seoul	Kyung Hee University	Develop internet ethics video and programs to identify cyber violence status
Adri (Advertising/16)	Chungnam	Chungnam National University	Internet ethics education for adolescents, public interest advertisements and goods production
People Drama Society (Theater/30)	Incheon	Incheon University	Planning and performing play to promote internet ethics
Rated R (Video/22)	Jeonnam	Chonnam National University	Production of public interest advertisement 'Beautiful Internet World'
Frienmily (Media/5)	Seoul	Joongang University	Create an audio book for the internet ethics education of people with disabilities
APS (Development/11)	Jeonbuk	Woosuk University	Develop webpage and application for the prevention of the cyber financial crimes
CLPS (Law/19)	Seoul	Korea University	Research and seminar presentation in the area of cyber legal policy
Cosmic (Development/5)	Chungbuk	Chungbuk National University	Creating a community for improving the neutrality of internet opinions
F.M (Video/25)	Chungnam	Kongju National University	Production of a web-drama 'Beautiful Internet World'

#### 4) Preventing Provocative Content by Empowering the Digital Ethics of a One-Person Broadcaster

The Commission and the National Information Society Agency held a kick-off meeting for empowering the digital ethics of One-person broadcasters with experts from academic, industry, research and government, to empower the digital ethics of creators on Apr. 23 (Friday).

According to the 2020 Cyber Violence Survey result recently released by the Commission, most of the teachers (91.3%) and parents (92.6%) believed that swear words, slander and provocative expressions used by creators on YouTube negatively effected to their students or children, and as the influence of creators on the overall society has increased due to COVID-19, the need and importance of the creators' social responsibilities and actions are increasing.

As such, the Commission decided to establish and manage a consultative body of industry, academia, research and government experts including those from academic, legal circle, and multi channel network to discuss how to improve the digital ethics awareness necessary for the creators and how to use the content in a healthier and productive manner.

[Table III-27] List of Creator Expert Group

Classification	Name	Affiliation	Position
Academic	Kim Myeongjoo	Department of Information Security, Seoul Women's University	Professor
	Shim Jaewoong	School of Communication & Media, Sookbyung Women's University	Professor
	Jeong Pilsoon	Department of Social Studies Education, Korea National University of Education	Professor
Legal	Kim Jinwook	Shinwon Law Firm	Attorney
	Lee Jong Kwan	Shin & Kim, LLC	Advisor
Industry	Gang Pilho	Video Village	Team Leader
	Kim Geonwoo	Media Zamong	CEO
	An Jeonggi	Kakao Entertainment	Manager
	Lee Hyeyoon	Sandbox Network Inc.	Head of Legal Team
	Jin Jongseok	Treasure Hunter	Marketing Director
Research Institute	Jeong Yongwoo	Korea Multi Channel Network Association	Vice Chairman
	Jeon Juhye	Media & Future Institute	Researcher
NIA	Jeong Buman	Department of Digital Inclusion, NIA	Head of Department
	Ju Yoongyeong	Intelligence Information Ethics Team, NIA	Team Leader
Commission	Lee Sora	Consumer Protection Division, KCC	Manager
	Yu Gyeong	Internet Consumer Policy Division, KCC	Officer

The consultative group discussed how to implement the digital ethics education and campaign for the creators through establishing a digital ethics standard that must be complied with during the processing creating content by the creators for a healthy and safe digital environment, and sharing the examples of cyber violence in the field, etc. During the first half of this year, a survey was conducted to the creators, the actual users of the guidebook, on the level of digital ethics, conflicts and difficulties in the field, legal system and policy needed, etc., and reflected the results in developing the guidebook and the educational program.

'The Guidebook on Digital Ethics Competency Needed by Creators' was made public through the homepage of the "Beautiful Internet World" ([www.아인세.kr](http://www.아인세.kr)), and the pilot educational program on empowering the creators with digital ethics will be conducted during the second half of the year, and the full-scale educational program will begin next year.

The Commission believes that creating a place for academic, industry, research and government to get together to empower the creators on digital ethics is important, and plans to implement the customized education and campaign to empower the whole nation on digital ethics, as it is a basic quality required in the era where the influence of one-person media is expanding.

### 5) Release of the Results from the 2020 Cyber Violence Survey

The Commission released the results of the 2020 cyber violence survey conducted from Oct. 6 to Nov. 13, 2020 with students, adults, teachers and parents (total of 7,458 people).

[Figure III-37] Survey Overview

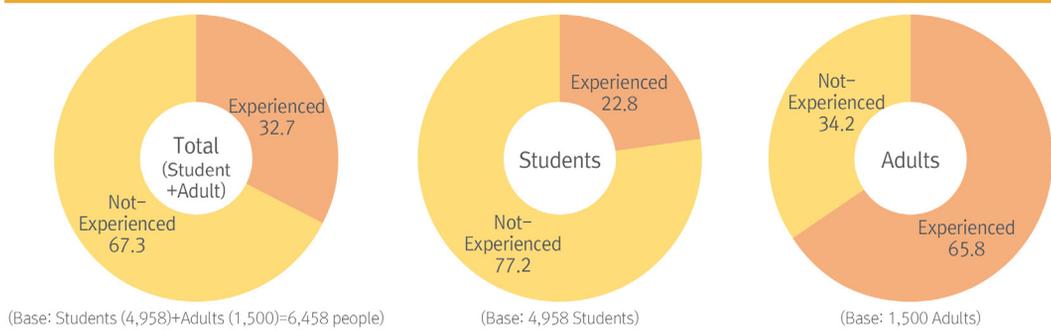
Classification	Quantitative Survey				Qualitative Survey
	Student	Teacher	Parent	Adult	Written Interview
Survey Method	After contacting the subjected schools, share the online survey link with the teachers in charge			Online panel survey	After contacting the subjects, share the online link
Survey Targets	Elementary (Grades 4~6), Middle and High School Students	Homeroom teachers for the classes taking the survey or teacher in charge of school violence	Parents of the students subjected to the survey	Male and female adults in 20s~50s	(Teacher) Homeroom teachers in elementary, middle and high schools (Parent) Parents of elementary, middle and high school students (Counselor) Counselors belonging to Wee Center
Survey Region	17 Cities and Provinces Nationwide				
Survey Size	4,958 people	300 people	700 people	1,500 people	8 people for each target of teacher (male/female), parent and counselor, for a total of 32 people
Sampling Method	Stratified systematic sampling of random selection of class subjected to the survey after sampling the subjected schools			Allocation proportional to population	Random sampling
Survey Period	Oct. 6 ~ Nov. 13, 2020				Dec. 15 ~ 21, 2020

The survey results show that 32.7% experienced cyber violence in 2020\* (student + adult, perpetrator or victim), which is 0.8%p less than the previous year. Experience as a perpetrator is 16.8%, experience as a victim is 29.7%, and the experience of both the perpetrator and victim is 13.7%, indicating that most of the cyber violence perpetrators also experience being a victim at the same time.

\* Experience on eight types (Verbal violence, defamation, stalking, sexual violence, personal information leak, bullying, extortion and coercion)

[Figure III-38] Rate of Experiencing Cyber Violence by Class

(Unit : %)



In the case of students, 22.8% experienced cyber violence, which is 4.2%p lower than the previous year (26.9%), but 65.8% of the adults experience cyber violence, which is 11.1%p higher than the previous year (54.7%), showing increase for three consecutive years.\* Also, most of the adults are both cyber violence perpetrators and victims, with 92.4% of adults experiencing both as the perpetrator and victim.

\* Rate of Adults Experiencing Cyber Violence: 43.1% in 2018→54.7% in 2019 (11.6%p ↑)→ 65.8% in 2020 (11.1%p ↑)  
Rate of Students Experiencing Cyber Violence: 29.5% in 2018→26.9% in 2019 (2.6%p ↓)→22.8% in 2020 (4.1%p ↓)

Verbal violence is the largest cyber violence for both students and adults, and for adults, in addition to verbal violence, other diverse and serious types of cyber violence are experienced by many, including defamation, stalking, sexual violence, personal information leak, bullying, etc.

[Table III-28] Rate of Experiencing Cyber Violence by Type (Student-Adult)

(Unit : cases)

Classification	No. of Cases	Total	Verbal Violence	Defamation	Stalking	Sexual Violence	Personal Information Leak	Bullying	Extortion	Coercion
Students	(4,958)	22.8	19.7	7.3	4.3	3.0	3.4	3.4	2.7	1.9
Adults	(1,500)	65.8	43.7	33.1	42.3	35.8	27.4	28.1	25.2	27.0

Also, as related to experience as a perpetrator, students used cyber violence against “people they do not know (45.8%)”, but the adults used violence against “friends or colleagues (40.8%)”, indicating that the students used violence against others with no relations, but the adults used against acquaintances.

When asked on who effected negatively to students or children as related to cyber violence, the teachers answered friends or colleagues (91.7%) followed by one-person creators (91.3%), but the parents answered one person creators (92.6%) as the most negative influence. However, both the teachers and parents worried about the effect of one-person creators using swear words, slander or provocative expressions on their children and students.

On the other hand, the survey this year included questions regarding witnessing and awareness on digital sexual crimes called ‘Nth Room’ case that caused a social stir in the early 2020 among adults and students. The survey result indicates that 29% of adults and 5.7% of students experienced witnessing digital sexual violence. Among those who experienced witnessing, 9% of adults and 16% of students answered that it was not an issue at all, indicating that students have a lower critical mind on digital sexual crimes\* than adults.

\* Types of Digital Sex Crime: hidden camera, the distribution of illegally filmed materials, being insulted by an acquaintance, digital sexual exploitation, body cam

[Table III-29] Experience Witnessing Digital Sex Crimes by Type (Student - Adult)

(Unit : persons / %)

Classification	No. of Cases	Total	Illegal Film	Distribution of Illegally Filmed Materials	Intimacy with Acquaintance	Digital Grooming	Body Cam
Student	(4,958)	5.7	2.4	2.8	3.0	1.5	1.3
Adult	(1,500)	29.0	19.4	20.8	21.0	19.2	18.0

### III. Broadcasting and Communications Policy Outcomes in 2021

The Commission plans to prepare a strengthened educational program to improve awareness, prevent and respond to diverse forms of cyber sexual violence and conduct education for the students based on the result of the survey, and is also planning on expanding the cyber violence prevention education for adults.

Also, as the negative influence of internet personal broadcasting creators' swear words, slander and provocative expressions, etc. on students' cyber violence have been pointed out, the Commission will produce and distribute a guidebook for the creators that includes matters to be careful of when producing content, and will also conduct pilot education.

Moreover, the Commission will develop and distribute a variety of multi-media content that can be used by schools and institutions for online education, as the demand for non-face-to-face education and remote education is increasing due to COVID-19.

The Commission's Cyber Violence Survey is a nationwide survey of the whole nation (students, teachers, parents and adults), and was converted to national approved statistics by the Statistics Korea. Therefore, from 2021 the survey target and method will be much improved. The result of the 2020 Cyber Violence Survey can be found from the webpage of the Commission ([www.kcc.go.kr](http://www.kcc.go.kr)) and 'Beautiful Internet World' ([www.아인세.kr](http://www.아인세.kr)).

#### 6) Opening of Jeonbuk Internet Ethics Experience Center

On Nov. 18, 2021 (Thu), the Commission opened the Jeonbuk Internet Ethics Experience Center within the Children's Creativity Experience Center located in Jeonju, Jeollabuk-do, to spread a healthy internet ethics culture.

[Figure III-39] Jeonbuk Internet Ethics Experience Center



This is the 6<sup>th</sup> experience center, after Busan (established in 2012, Busan National Science Museum), Gwangju (established in 2012, Gwangju National Science Museum), Bundang, Gyeonggi (established in 2013, Korea Job World), Daejeon (established in 2019, National Science Museum) and Seoul (established in 2020, Seoul Science Center).

The internet ethics experience center is a playground for learning internet ethics from infants to adults. It is a place where you can play fun games, while learning about and experiencing the proper internet usage.

[Table III-30] Internet Ethics Experience Center Operating Status (Operating five centers nationwide)

Classification	Location and Operating Content
 <p>Busan Experience Center (Opened in 2012)</p>	<ul style="list-style-type: none"> <li>• Location: Busan National Science Museum, 2F (65m<sup>2</sup>)</li> <li>• Content Type (6 Types)                             <ul style="list-style-type: none"> <li>- Information Provision Type (3): Introducing Beautiful Internet World, Information Wall, Protect Beautiful Internet World</li> <li>- Promotion Type (1): Beautiful Internet World Photo Zone</li> <li>- Experience Type (2): Protect Beautiful Internet World, Run! Internet World Keeper</li> </ul> </li> </ul>
 <p>Gwangju Experience Center (Opened in 2012)</p>	<ul style="list-style-type: none"> <li>• Location: Gwangju National Science Museum, 2F (84m<sup>2</sup>)</li> <li>• Content Type (8 Types)                             <ul style="list-style-type: none"> <li>- Information Provision Type (3): Introducing Beautiful Internet World, Information Wall, Video Introducing Beautiful Internet World</li> <li>- Experience Type (4): Run! Internet World Keeper, Protect Beautiful Internet World, Interactive Media Wall, Interactive Animation</li> <li>- Promotion Type (1): Beautiful Internet World Photo Zone</li> </ul> </li> </ul>
 <p>Gyeonggi Experience Center (Opened in 2013)</p>	<ul style="list-style-type: none"> <li>• Location: Korea Job World, 4F (61.47m<sup>2</sup>)</li> <li>• Content Type (7 Types)                             <ul style="list-style-type: none"> <li>- Information Provision Type (2): Video Introducing Beautiful Internet World, Beautiful Internet World on My Hand</li> <li>- Experience Type (5): Racing Game, Protect Beautiful Internet World, Catch the Cyber bully, 4D Roller Coaster, VR Body Language</li> </ul> </li> </ul>
 <p>Daejeon Experience Center (Opened in 2020)</p>	<ul style="list-style-type: none"> <li>• Location: National Science Museum, 1F (70m<sup>2</sup>)</li> <li>• Content Type (8 Types)                             <ul style="list-style-type: none"> <li>- Information Provision Type (3): Introducing Beautiful Internet World, Information Wall, Video Introducing Beautiful Internet World</li> <li>- Experience Type (4): Run! Internet World Keeper, Protect Beautiful Internet World, Interactive Media Wall, Interactive Animation</li> <li>- Promotion Type (1): Beautiful Internet World Photo Zone</li> </ul> </li> </ul>
 <p>Seoul Experience Center (Opened in 2020)</p>	<ul style="list-style-type: none"> <li>• Location: Seoul Science Center, 3F (50m<sup>2</sup>)</li> <li>• Content Type (8 Types)                             <ul style="list-style-type: none"> <li>- Information Provision Type (3): Introducing Beautiful Internet World, Information Wall, Video Introducing Beautiful Internet World</li> <li>- Experience Type (4): Run! Internet World Keeper, Protect Beautiful Internet World, Interactive Media Wall, Interactive Animation</li> <li>- Promotion Type (1): Beautiful Internet World Photo Zone</li> </ul> </li> </ul>

### III. Broadcasting and Communications Policy Outcomes in 2021

When visiting the experience center, you can first learn the importance of proper use of internet through the video introducing the beautiful internet world. It is followed by learning about the importance of internet ethics through games and animations, etc. and you can spend time promising to use the internet properly at the Beautiful Internet World Photo Zone.

The Commission recognizes that the importance of the spread of healthy internet use culture is increasing fast in the cyber space and becoming a serious social issue due to the adverse effects of digital technology including malicious replies, verbal violence, cyber sexual violence, stalking and others. The opening of Jeonbuk Internet Ethics Experience Center will assist in creating a healthy internet use culture in Jeollabukdo.

On the other hand, the Commission is developing experience-type content based on new technologies that reflect the latest internet ethics issues, such as cyber crimes, deep fake, false news, etc., so that more children can have a fun time at the experience center, and plan on replacing and installing at experience centers nationwide from 2022.

[Table III-31] Annual User Status of Internet Ethics Experience Centers

(Unit : persons)

Classification	2016	2017	2018	2019	2020	Total
Gyeonggi Experience Center	106,104	113,775	100,076	121,931	67,846	509,732
Busan Experience Center	382,749	329,101	343,525	502,903	111,891	1,670,169
Gwangju Experience Center	8,390	595(~1월)	124,361	294,735	102,734	530,815
Daejeon Experience Center	-	-	-	-	98,523	98,523
Seoul Experience Center	-	-	-	-	108	108
Total	497,243	443,471	567,962	919,569	381,102	2,809,347

# Chapter 3 | Supporting the Growth of Broadcasting and Communications

## 1. Improving the Vitality of the Media Industry

### a. Promoting Vitalization of the Broadcasting Market

[Table III-32] Main Contents of the Broadcasting Market Vitalization Policy Plan

#### <Broadcasting Regulations System Innovation>

- (Principle of Negative Regulation) Introducing the principle of permission as a rule and prohibition as an exception in the broadcast advertising area, simplification of advertisement types, introduction of the daily cap system, expanding the allowed range for broadcast advertising, etc.
- (Allowing Commercial Breaks) Full allowance of commercial breaks for the broadcast media, relieving the disparity of total advertising between media and between virtual and product placement, establish standards to apply for premium commercial message (PCM) and commercial breaks, the addition of principle to allow commercial breaks, the strengthening of announcement obligations
- (Improving Programming Regulations) entertainment programs, main broadcast area, relieving programming regulations on 1 country import, matching the programming share calculation period (monthly, quarterly, semi-annually, annually→semi-annually, annually)
- (Reconsideration of Advertising Sales) Full reconsideration of the combined sales obligations and media rep system (advertising sales agency system) of regional and small-and-medium-size broadcasting companies

#### <Expanding the Basis for the Broadcasting Ecosystem>

- (Improved Use of Broadcasting Data) Introducing integrated audience share, disclose the view record and view path by broadcast program, operate the media data consultative group, etc., improve the convenience of broadcasting statistics portals and the sophistication of broadcast content value information analysis system
- (Vitalization of OTT) OTT overseas market analysis, establish promotion platform, relieve the difficulties of OTT businesses and support production, etc.
- (Create Fair Broadcasting Environment) Induce contract first and supply after system between the paid broadcaster and content businesses, operate an expert group to discuss content fees, improve use of standard contract for workers in the broadcasting area, etc.

#### <Strengthen the Rights and Interests of the Broadcasting Market Users>

- (Protect the Broadcasting Rights and Interests of the People) Strengthen viewer participation in broadcast advertising complaints, etc., conduct viewer impact assessment, systemize the procedure for processing complaints with paid broadcasting, disclose complaints processing information
- (Improve the Sponsorship System) Prepare a proposal to improve the system, such as the obligation to announce sponsorship as a rule upon the sponsorship of production costs
- (Improve Media Environment for the Marginalized) Establish comprehensive mid-to-long-term plan fitting the new media environment and implement the enactment of the "Act on Guaranteeing Media Access Right of Hearing and Visual Impaired (Tentative)"
- (Prepare Ex-Post Regulations System for the Broadcasting Market) Prepare a system to protect the rights and interests of the broadcasting users, such as strengthening the level of sanctions corresponding to the negative regulatory principle and programming regulation changes, etc.

### III. Broadcasting and Communications Policy Outcomes in 2021

The Commission presented a “Policy Plan to Vitalize the Broadcasting Market” on Jan. 13, 2021 to reform the old regulations of the broadcasting market and to vitalize the entire media ecosystem in response to the changing global media environment.

The competition within the domestic media ecosystem is intensifying and the stagnation of the broadcasting market is continuing due to evolving digital technologies and the changing use pattern of media. As such, the capacity for the investment and innovation of broadcasting companies is declining, that has carried the broadcasting hallyu as the key player in production of broadcast content.

In order to support the broadcasting market’s rebound and finding of a new way, the Commission prepared detailed tasks for bringing innovation of the broadcasting regulatory system, expanding the basis for the broadcasting ecosystem and strengthening the rights and interests of the broadcasting market users after collecting opinions of experts, relevant industry and civic groups since the early 2020.

First, the major content of the detailed tasks for the innovation of the broadcasting regulatory system are as follows. Introducing the principle of negative regulation for the broadcast advertising area, where permission is the rule and prohibition is an exception. Commercial breaks are fully permitted for the broadcasting media, and will promote to relieve disparate regulations, such as total advertising between media and virtual advertising and product placement hours, etc. Also, an integrated standard will be established for premium commercial message and commercial breaks. As such, the Enforcement Decree of the Broadcasting Act was amended in Apr. 2021, 「Notice on the Standard Specifications for the Consecutive Programming, Etc.」 was enacted in Jun. 2021 and implemented from Jul. 1, 2021.

Programming regulations, such as entertainment programs, main broadcast area, imports from one country, etc., have been relaxed to improve autonomy in programming and secure content competitiveness, and the period of calculating the programming ratio has unified into ‘semi-annual and annual’ to simplify the regulation and will promote to create a flexible programming environment. As such, the Enforcement Decree of the Broadcasting Act was amended in Apr. 2021, and the 「Notice of the Programming of Broadcast Content, Etc.」 was amended in Jun. 2021.

Second, the detailed tasks to expand the basis for the broadcasting ecosystem are as follows. First, the integrated share of the audience system will be improved to improve the use of broadcasting data, expand the disclosing of the audience record and path by broadcast programs, and improve the convenience of the portal by adding a data integration function to the broadcasting statistics portals, etc. As the result, audience records by broadcast programs, gender and age, which is the basic data on the share of audience survey, are disclosed since Jun. of this year. Also, since Feb. of this year, the portal functions have been improved, such as improving the main screen and info-graphic of the broadcasting statistics portals and the addition of an analysis function and map service, etc.

The use of OTT (over-the-top) service is rapidly increasing worldwide, and competition with global OTTs, such as Netflix, etc., is accelerating. Therefore, in order to nurture domestic OTT platforms, we decided to support the overseas expansion of domestic OTTs. So, a budget for the overseas OTT market and user survey and to support the international forum with overseas OTT, broadcasting companies and telecommunications businesses has been newly allocated in 2022 (KRW 350 million).

Next, to create a fair content transaction environment for the broadcasting market, a system of ‘contract first, supply later’ between paid broadcasters and content businesses are encouraged, and an expert group will be established and managed in order to establish a reasonable allocation standard related to the broadcast program fees. Therefore, a

「Committee on Improving the Broadcast Channel Consideration Calculation」, a private-public committee managed jointly by academic, industry and government experts, including KCC and MSICT, since the beginning of this year, and on Dec. 29 of this year, a 「Guideline on the Procedures for Contracting Channels and Supplying Content in the Paid Broadcasting Market」 has been amended to encourage autonomous and fair paid broadcasting channel transactions.

Thirdly, detailed tasks to strengthen the rights and interests of the broadcasting market users were established. The amendment to the Broadcasting Act that includes the ‘definition’ and ‘permitted scope’ of sponsorship to prevent deceiving the audience due to the influence of sponsorship on a program and the ‘mandatory sponsorship announcement’ when dealing with performance, effect and the efficacy of a product or service, are promoted for legislation. A comprehensive mid-to-long-term plan has been established for a multilateral policy support and to strengthen the systematic basis fitting the changing new media environment, and enactment of a law on guaranteeing the media access right of hearing and visually impaired will be promoted. “A Comprehensive Plan for the Marginalized to Embrace Media” has been established in Oct. of this year to improve the media use environment of the underprivileged.

The Commission plans to continue its support on amending the old regulations to secure competitiveness and the growth engine, and to improve the system to establish the basis for the broadcasting ecosystem.

## b. Improving the Broadcast Programming Regulations

Even though the position and the influence of legacy media, such as terrestrial broadcasting, etc., is reduced due to the changing media environment and intensification of competition between medias, and the market is shifting towards OTT and online, the old and rigid programming regulations are continuing. This makes a flexible and active response to the changing market difficult, accelerating the risk of the broadcasting industry.

So, the Commission has improved the broadcast programming regulations by considering the purpose of introducing regulations, effectiveness, changing broadcasting environment and fairness between businesses, so that the autonomy and competition of the domestic broadcasting market can improve and secure a growth engine in response to the changing environment.

As a follow-up measure to the ‘Policy Plan to Vitalize the Broadcasting Market’, released on Jan. 13, 2021, 「Enforcement Decree of the Broadcasting Act」 and the 「Notice on the Programming of Broadcast Programs, Etc.」 have been amended to easy the programming regulations by area. 「The Enforcement Decree of the Broadcasting Act」 was announced on Apr. 30, 2021 and became effective as of Jan. 1, 2022, and the 「Notice on the Programming of Broadcast Programs, Etc.」 was announced on Jun. 29, 2021 and became effective as of Jan. 1, 2022.

The main content of the improvements on the broadcasting programming system are as follows.

First, in order to strengthen the competitiveness of the broadcasting programs, such as drama and entertainment, etc., that are the core of hallyu content, the share of entertainment programs that a general service broadcasting business operator can program has been relaxed from ‘less than 50% of the total broadcasting hours each month,’ to ‘less than 60%’ and ‘every six months.’

Second, the mandatory programming ratio of the main broadcasting area of the program provider (PP) engaged in specialized programming has been relaxed from ‘more than 80%’ of the total broadcasting hours ‘each month’ to ‘more

### III. Broadcasting and Communications Policy Outcomes in 2021

than 70% 'every six months' to create an autonomous creative environment and to encourage the autonomy in broadcast programming.

Third, the share of movies, animation and popular music produced by a single country among the movies, animation and popular music produced overseas and imported by the broadcasting company was relaxed from 'less than 80%' of the broadcasting hours of imported materials in each area for 'every six months' to 'less than 90%' 'annually,' and program providers registered with the programming of a specific country as the main area are exempted from this regulation so they can arrange programming to correspond to the purpose and identity of the channel.

Fourth, the mandatory programming share of broadcast content genuinely produced by the external producers of regional broadcasting (regional MBC) was relaxed from 'more than 30%' for every six months to 'more than 20%', to encourage the regional broadcasting companies to embody local characteristics by producing their own programs and ease the regulatory burden of the regional broadcasters.

[Table III-33] Major Improvements on Broadcast Programming Regulations in 2021

Classification	Description																		
Entertainment Program	<ul style="list-style-type: none"> <li>The upper limit of entertainment programming share of the broadcasting business operators of the general service, such as terrestrial and general service PP, etc., has been relaxed from 'less than 50%' to 'less than 60%'</li> </ul>																		
Main Broadcasting Area	<ul style="list-style-type: none"> <li>The mandatory programming share of the main broadcasting area of PP engaged in specialized programming has been relaxed from 'more than 80%' to 'more than 70%'</li> </ul>																		
Movies, Animations and Popular Music Imported from one Country	<ul style="list-style-type: none"> <li>The upper limit of the programming share of materials imported from one country has been relaxed from 'less than 80%' to 'less than 90%'</li> <li>PP that registered broadcasting programming from a specific country as the main broadcasting area are exempted from the regulation on the programming of movies, animations and popular music imported from 1 country</li> </ul>																		
Broadcast Content Genuinely Produced by External Producers	<ul style="list-style-type: none"> <li>The share of mandatory programming of broadcast content genuinely produced by the external producers of regional MBC has been relaxed from 'more than 30%' to 'more than 20%'</li> </ul>																		
Relaxing of Terrestrial DMB Programming Criteria	<ul style="list-style-type: none"> <li>The programming criteria for the terrestrial DMB has been relaxed so that entertainment programs can be broadcasted 'more than 60%' and main broadcast area for 'less than 60%'</li> </ul>																		
Relaxing of Programming Share Calculation Period	<ul style="list-style-type: none"> <li>Simplified the programming share calculation period stipulated differently by broadcast items, such as 'monthly, quarterly, half-yearly and yearly' to 'half-yearly and yearly'</li> </ul> <table border="1"> <thead> <tr> <th>Items of Regulated Broadcast Programming</th> <th>Current</th> <th>Amended</th> </tr> </thead> <tbody> <tr> <td>Entertainment Programs (General Programming)</td> <td rowspan="2">Monthly</td> <td rowspan="3">Half- yearly</td> </tr> <tr> <td>Main Broadcasting Area (Specialized Programming)</td> </tr> <tr> <td>Product of One Other Broadcasting Business</td> <td>Quarterly</td> </tr> <tr> <td>Broadcast Content Genuinely Produced by External Producers</td> <td rowspan="2">Half- yearly</td> <td rowspan="4">Yearly</td> </tr> <tr> <td>Broadcast Program Produced in Korea</td> </tr> <tr> <td>Movies, Animations and Popular Music Imported from one Country</td> <td rowspan="2">Yearly</td> </tr> <tr> <td>Movies, Animations and Popular Music Produced in Korea</td> </tr> <tr> <td>New Animation Produced in Korea</td> <td>Yearly</td> </tr> </tbody> </table>	Items of Regulated Broadcast Programming	Current	Amended	Entertainment Programs (General Programming)	Monthly	Half- yearly	Main Broadcasting Area (Specialized Programming)	Product of One Other Broadcasting Business	Quarterly	Broadcast Content Genuinely Produced by External Producers	Half- yearly	Yearly	Broadcast Program Produced in Korea	Movies, Animations and Popular Music Imported from one Country	Yearly	Movies, Animations and Popular Music Produced in Korea	New Animation Produced in Korea	Yearly
	Items of Regulated Broadcast Programming	Current	Amended																
	Entertainment Programs (General Programming)	Monthly	Half- yearly																
	Main Broadcasting Area (Specialized Programming)																		
	Product of One Other Broadcasting Business	Quarterly																	
	Broadcast Content Genuinely Produced by External Producers	Half- yearly	Yearly																
	Broadcast Program Produced in Korea																		
	Movies, Animations and Popular Music Imported from one Country	Yearly																	
Movies, Animations and Popular Music Produced in Korea																			
New Animation Produced in Korea	Yearly																		

Fifth, the criteria on programming regulations for entertainment programs and the main broadcast area for the terrestrial DMB was relaxed by taking into consideration the weakening of competitiveness from the diversification of the new mobile platform, such as OTT, etc.

Sixth, the programming share calculation period stipulated differently for each item of the programming regulation has been simplified from ‘monthly, quarterly, half-yearly and yearly’ to ‘half-yearly and yearly’ to allow a more flexible programming for the programs under the seasonal system.

### c. Vitalization of Terrestrial UHD

The Commission changed and implemented the construction of the terrestrial UHD broadcasting network and plan to expand content programming, etc. delayed since 2017 to fit the realities, and established a ‘Policy Plan on the Promotion of Terrestrial UHD Broadcasting’ (Dec. 2020) to increase the audience convenience with an innovative UHD service. The Commission will complete the establishment of the nationwide UHD network by 2023 through the policy plan on the promotion of terrestrial UHD broadcasting, will introduce multi-channel, mobile, broadcasting and communications convergence service using the UHD frequencies, and has established a plan to align legislation and secure investment funds to accomplish this. The Commission will improve the media welfare of the audiences by implementing the vitalization of terrestrial UHD, such as expanding the establishment of the nationwide network of terrestrial UHD broadcasting stations and introducing the pilot broadcasting of the multi-channel and mobile service, so that more audiences can experience tangible high-definition content and various forms of broadcasting services.

#### [Table III-34] Main Contents of the Policy Plan on the Promotion of Terrestrial UHD

- Progressive expansion of the UHD broadcasting network to city and provincial regions from 2021 to 2023
- Mandatory programming of the UHD content for 25% in 2023, 35% in 2024 and 50% or more in 2025
- Assist audiences to watch the terrestrial UHD broadcasting with a variety of reception systems
- Expansion of UHD broadcasting frequencies and multi-channel/mobile/broadcasting and communications convergence services using standard technology
- Support conversion to next-generation broadcasting, such as UHD, etc. by aligning the relevant laws, improving regulations and securing investment funds

First, the Commission conducted pilot broadcasting of a multi-channel service for public-interest purpose (MMS) and mobile service. The Commission conducted multi-channel, mobile pilot broadcasting using ATSC 3.0<sup>10)</sup>, a terrestrial UHD broadcasting technology, from Jul. 23, the period for the summer Olympics. The pilot broadcasting is a follow-up measures to the ‘Policy Plan on the Promotion of Terrestrial UHD’ presented jointly on Dec. 9, 2020 by the Commission and the MSICT, and was implemented as part of the ‘expanding the multi-channel broadcasting’ and ‘introducing mobile service using the terrestrial UHD broadcasting network’ using the UHD broadcasting technologies. KBS used the 9-2 channel newly transmitted in the metropolitan area as an exclusive channel for the Olympics during

10) ATSC (Advanced Television Systems Committee, private committee on digital broadcasting standards for the US) 3.0 is the next-generation terrestrial broadcasting standard selected by Korea, USA and Canada, etc., and has an advantages of multi-channel, mobile reception, high-definition and broadcasting and communications convergence, etc.

### III. Broadcasting and Communications Policy Outcomes in 2021

the period of the summer Olympics through the multi-channel pilot broadcasting, and was used as disaster specialized channel after the Olympics until the end of the year. The officials from Commission and the MSICT stated that ‘the pilot broadcasting is temporary until the end of the year prior to introducing the multi-channel broadcasting and mobile terrestrial service,’ and ‘depending on the preparedness of the broadcasting stations in the future, we will actively consider conducting main broadcasting for the multi-channel, mobile service.’ Furthermore, the Commission is also in the process of amending the relevant laws for the main broadcasting and plans to promote the development of a next-generation UHD innovative service through the collaboration of government, broadcasting stations and research institutions.

On the other hand, the Commission implemented new terrestrial UHD license for KBS Jeju according to the schedule to introduce the national network of terrestrial UHD from the newly established policy plan. Currently, after completing the 1<sup>st</sup> stage of terrestrial UHD broadcasting (metropolitan area), the 2<sup>nd</sup> stage (Metropolitan City Areas and Gangwon-region) is also completed. Starting with the licensing of UHD broadcasting of KBS Jeju to establish a national network of UHD in Dec. 2021, the national network of UHD is expected to expand gradually to city and provincial regions by 2023. The Commission inspected the compliance on the obligation of the minimum programming requirements of UHD content (20% in 2021) by the terrestrial UHD broadcasting stations (16) to guarantee audiences’ entitlement of content. Also, the Commission promoted the improvement of UHD reception by inspecting whether the poor reception environment has been improved, such as terrestrial UHD reception environment survey and the installation of assistant broadcasting stations, etc.

The Commission plans to expand the UHD contents production and personnel training support of small and medium regional broadcasting companies, support the distribution of equipment for the direct reception for actual UHD viewing, and support the discussion on the re-transmission of paid broadcasting of terrestrial UHD in the future. Moreover, the Commission will continue to exert efforts to improve the welfare of the audiences by improving the reception environment, etc. so the people can enjoy high-quality, next generation broadcasting service through terrestrial UHD broadcasting, a free universal service.

#### d. Improve the Share of the Audience System

##### 1) Presentation of the 2020 Audience Share of Broadcasting Business Entities

On Oct. 27, 2021, the Commission presented the 2020 audience share of 294 broadcasting business entities (corporations) operating television broadcasting channels.

The share of the audience refers to ‘the percentage of hours tuned to a specific broadcasting channel, out of the total viewing hours of total television broadcasting,’ and the share of audience of a broadcasting business entity cannot exceed 30% pursuant to Article 69-2 (Restrictions on Share of Audience) of the 「Broadcasting Act」 (except when fully funded by the government or a local government).

The Commission adds the converted share of audience, calculated from applying the media exchange ratio (relative ratio of the daily newspaper when television broadcasting is 1 due to the difference in impact between the television broadcasting and daily newspaper) to the share of audience and share of subscription of the daily newspaper of specially related parties, etc., to the share of audience of the concerned broadcasting business entity to calculate the share of

audience.

The media exchange ratio for 2020 to convert the share of subscription of daily newspaper to the share of audience is 0.39.

In calculating the share of audience, the Commission calculated both the broadcasting share of audience (self + affiliated party + share/stock ownership) without the share of subscription of the newspaper and the aggregated share of audience (self + affiliated party + share/stock ownership + share of subscription of the daily newspaper converted into the share of audience) that added the share of subscription of the newspaper to the broadcasting share of audience in consideration of the determination of the Ministry of Culture, Sports and Tourism (suspension of using public corporation under ABC Association for policy) due to the issues of reliability on the public corporation under ABC Association.

The following are the broadcasting share of audience (self+ affiliated party + share/stock ownership) of major broadcasting business entities for 2020.

The share of audience for terrestrial broadcasting business entities are: 22.832% for KBS, 10.169% for MBC and 7.463% for SBS, all showing a decrease from last year.

The share of audience for general programming PP and news reporting PP are: 6.677% for TV Chosun, 5.105% for JTBC, 2.572% for Channel A, 3.693% for MBN, 3.672% for YTN and 3.275% for Yonhap News TV.

When a corporation operating a daily newspaper (including affiliated parties) also manages a broadcasting business or owns stocks or equity shares of a broadcasting business, the share of subscription of the daily newspaper was converted into the share of audience and added to the share of audience of the concerned broadcasting business entity (24 entities). The resulting aggregated share of the audience (self +affiliated parties + stock/share ownership + share of subscription of the daily newspaper converted into the share of audience) are: 0.165% for Ulsan Broadcasting, a terrestrial broadcasting business entity; among general programming and news reporting PPs, 11.135% for TV Chosun, 7.727% for JTBC, 5.157% for Channel A, 4.814% for MBN and 3.701% for YTN; among other major PP, 11.368% for CJ E&M; and 1.622% for KT Skylife, a satellite broadcasting business entity.

## 2) Presentation of the Result from Improving the Broadcasting Statistics Portal

The Commission presented the result from improving the Broadcasting Statistics Portal ([mediastat.or.kr](http://mediastat.or.kr)) promoted to alleviate the people's inconvenience, as party of the policy plan to promote the broadcasting market.

The Commission has provided diverse broadcasting statistics, such as the survey on the use of broadcasting media, assessment of broadcasting market competition, etc., through the Broadcasting Statistics Portal since 2018.

Starting from 2021, detailed TV viewing records for each broadcast program using the share of audience survey by each broadcasting business entity and N screen (smart-phone, PC, VOD) viewing records are also provided.

The share of audience by each broadcasting business entity was available for regulatory purposes to improve the media diversity, but was limited in being used by the industry and academics, as the detailed viewing record for each broadcasting program was not released.

The detailed viewing record by each broadcasting program can be used freely by the relevant industry and academics for planning and the producing of broadcasting programs, advertising sales, distribution and research, etc., along with

### III. Broadcasting and Communications Policy Outcomes in 2021

the broadcasting content value information analysis service (racoi.or.kr).

Also, a variety of functions, such as combined statistics (connecting statistic tables), analysis (increase, accumulation), visualized map, My History, etc., for the user convenience.

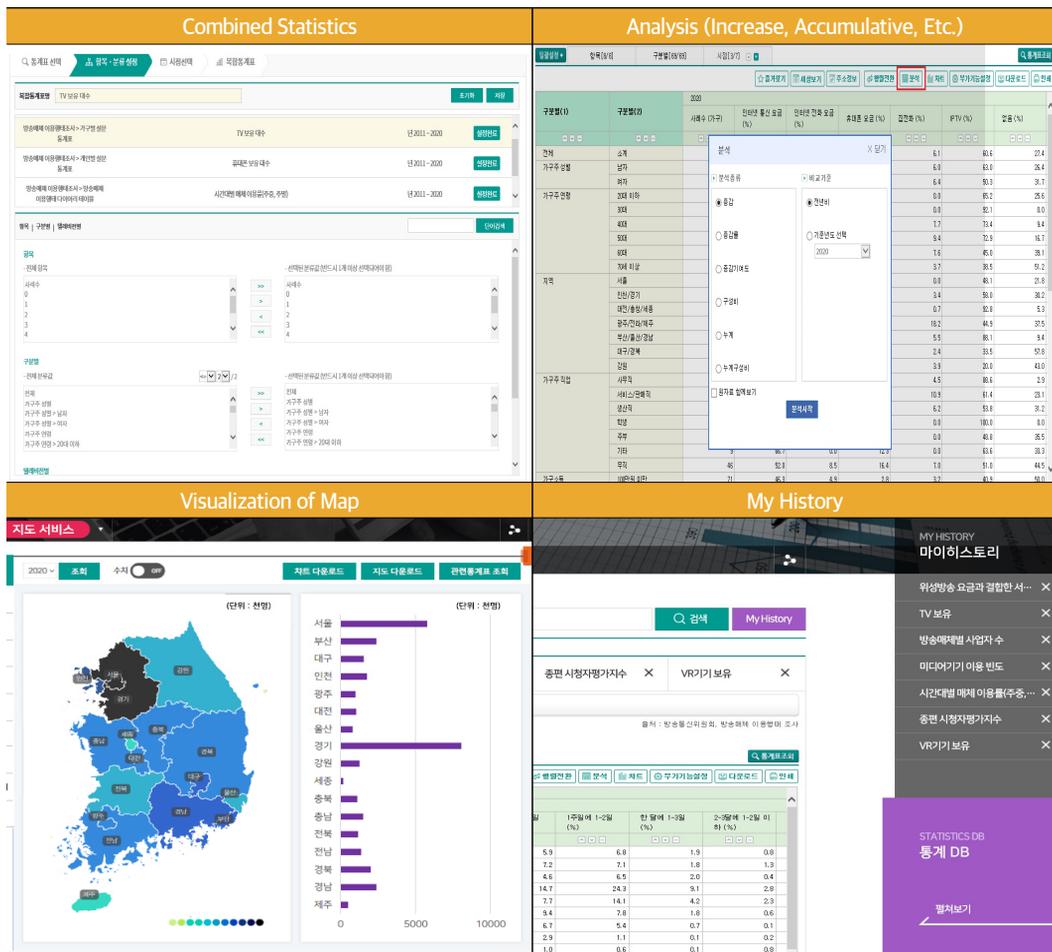
First, users can combine up to five statistics indices with the combined statistics to create and use a new statistical index, and the analysis function provides time series analysis to the user.

The visualized map visualizes the broadcasting statistics for each region (subscriber status, revenue status, etc.) with graphs and statistics tables, etc. to better understand and analyze the size of the broadcasting industry of each region.

Lastly, My History displays the statistics searched by the user from the Broadcasting Statistics Portal so the user can quickly re-access the concerned statistics.

Prior to this, the Commission tried to improve the convenience of the Broadcasting Statistics Portal by newly aligning the composition and design, etc. of the Broadcasting Statistics Portal website in Feb. 2021, and newly created a 'Definitions' section that provides broadcasting and media related terms.

[Figure III-40] Screen Shot of New Services by the Broadcasting Statistics Portal (Illustration)



## e. Legislation of the Audiovisual Media Service

With the progress in broadcasting and communications convergence, the boundary of the existing media industry is becoming ambiguous and the competition between services is growing, and therefore, it is becoming more difficult to realize the multiple values and public service and interest that the broadcasting must guarantee. Also, the broadcasting and communications legal system that separately regulated the broadcasting and communications is becoming difficult to respond to the current market of global convergence due to media convergence and a rapid growth of OTT services. Moreover, there is a need to prepare a plan to align the audiovisual media service laws, such as broadcasting and OTT, etc., to correspond with the broadcasting and communications convergence era in order to create a basis to promote the digital media industry. As such, it is necessary to promote the media industry through improving the fairness in regulation of the media industry and improving the unreasonable regulations, etc., and to introduce a new regulatory system to improve the public service.

The Commission prepared the 「(tentative)Audiovisual Media Service Act (proposal)」 that regulates the terrestrial and paid broadcasting, as well as OTT services, in order to promote the domestic audiovisual media industry corresponding to the broadcasting and communications convergence environment and to strengthen the public interest and service. A policy research group was created with experts from outside to review the basic direction of the new regulatory system and major regulatory items, including service classification and entry regulations, etc. The review resulted in a plan to legislate the audiovisual media service for the development of the media industry and improving the user rights and interests corresponding to the rapidly changing media convergence environment, and introduced a concept of ‘audiovisual media service’ that encompasses broadcasting and OTT, etc., to propose a regulation and support system that comprehensively considers purposes of promoting competition, public interest and user protection, etc. by each service and the influence of public opinions, etc. By consolidating the audiovisual media service related regulations scattered within the Broadcasting Act, IPTV Act, Telecommunications Business Act, etc. into the ‘Audiovisual Media Service Act (proposal),’ the Commission plans on converting the current regulatory system that separately regulates broadcasting and communications into an integrated legal system in the future.

## f. Vitalization of Radio Broadcasting

The need to establish a comprehensive plan to improve the terrestrial radio license system by considering the broadcasting market status, saturation of FM frequencies, demand by region, etc. is increasing. Also, with the changing media environment, it is necessary to create a new basis for the development of terrestrial radio by preparing a legal basis for the promotion of radio broadcasting. As such, the Commission has implemented a promotion policy considering the characteristic of radio of being mobile and receivable under disasters.

The Commission prepared a performance adjustment method for AM radio and standard FM radio (Nov. 3, 2021), and is measuring and verifying the reception environment for the region with difficulty receiving standard FM within the AM reception area (from Mar. 2021). From this, two AM radio stations have been closed and three AM radio stations are on breaks as of Dec. 2021. The Commission will prepare a Special Act to Support Radio, including strengthening the role of disaster broadcasting, establishing a radio development support plan and creating an implementation organization for the promotion of radio, etc., and will implement a vitalization policy customized to the characteristic of radio.

### g. Support Overseas Expansion of Broadcasting Content

#### 1) 2021 International Broadcasting Co-Production Conference

The Commission held the ‘2021 International Broadcasting Co-Production Conference’ on Nov. 17, 2021, with the topic of ‘Cooperation Tomorrow, Expanding the Horizon of Co-Production.’

‘The International Broadcasting Co-Production Conference’ is held each year for the co-production exchange among countries and to vitalize the overseas expansion of Korean broadcasting content, and in 2021, the conference was held online due to COVID-19.

[Figure III-41] 2021 International Broadcasting Co-Production Conference Program

**… 2021 방송 공동제작 국제 콘퍼런스 …**  
**세부 프로그램**

사회자 : 김다애 아나운서

개회식 10:00-10:20	2021 IBCC 소개 영상	
	개회사	한상혁 위원장 (방송통신위원회)
	환영사	권호열 원장 (정보통신정책연구원)
	축사	국내외 귀빈
기조 연설 10:20-11:20	2021 해외 우수 방송 공동제작 대상 시상	대상 : 「장동건의 백 투더 북스」 (인디컴) 최우수상 : 「끝나지 않은 전쟁」 (KBS) 우수상 : 「아시아 탐벤드」 (광주MBC)
	물량, 성공적인 트랜스 미디어 스토리텔링	마리나 내리쉬킨 수석부사장 (멀리마주, 프랑스)
	디지털 플랫폼 시대, 다규멘터리 국제공동제작	서용하 책임 프로듀서 (KBS)
	공동제작 협정 현황과 지원제도	주성희 연구위원 (정보통신정책연구원)
해외 우수 방송 공동제작 사례발표 11:20-12:20	대상 「장동건의 백 투더 북스」	김태영 책임 프로듀서/공동대표 (인디컴)
	최우수상 「끝나지 않은 전쟁」	김정중 국장 (KBS)
	우수상 「아시아 탐벤드」	김인호 프로듀서 (광주MBC)
	주빈국 축사	람지 사드 (국장, 캐나다 문화유산부)
주빈국 특별세션: 캐나다 13:00-14:00	캐나다의 시청각 산업 환경	앤드류 에디슨 부회장 (캐나다 미디어제작협회) 히튼 다이어 총국장 (CBC/Radio-Canada) 나탈리 클레몽 부위원장 (캐나다 미디어) 나탈리 부르동 부장 (캐나다 국립영화위원회) 프란체스카 아지발리 부위원장 (텔레필름 캐나다)
	공동제작의 파트너, 캐나다	이안 윌리스 과장 (캐나다 문화유산부) 수잔 킹 국제공동제작 애널리스트 (텔레필름 캐나다)
	세션과 발표자 소개	좌장 : 이상원 교수 (경희대)
	메타버스, 어떻게 접근할 것인가	김상엽 콘텐츠R&D센터장 (CJENM)
세션 I. 새로운 기술, 새로운 콘텐츠 14:00-15:05	혼합현실 콘텐츠 제작 스튜디오, 점프 스튜디오 소개	백송윤 메타버스 스튜디오 리더 (SK텔레콤)
	VR 스토리텔링: 새로운 기술과 오래된 이야기의 결합	김중우 프로듀서 (MBC)
	토론	좌장 및 발표자
	세션과 발표자 소개	좌장 : 박주연 교수 (한국외대)
세션 II. 새로운 협력, 새로운 방식 15:05-16:25	도쿄 올림픽 사례를 통해 살펴보는 클라우드 기반의 방송제작	김해미 솔루션 아키텍트 (알리바바 클라우드 코리아)
	인공지능을 이용한 방송제작 기술 동향	함경준 선임연구원 (한국전자통신연구원)
	글로벌과 로컬의 공동제작 협업	이지영 총괄대표 (디스커버리 APAC 한국&일본)
	포맷 공동개발과 IP협업	김일중 부장 (SBS)
세션 III. 미래 공동제작의 선망과 과제 16:25-17:30	토론	좌장 및 발표자
	세션과 토론자 소개	좌장 : 하주홍 교수 (인하대)
	미래 공동제작의 전망과 과제	유건식 소장 (KBS 공영미디어연구소)
	라운드테이블 토론	피터 트리처 이사 (C21미디어, 영국) 정원숙 책임 프로듀서 (EBS) 강동길 대표 (엔미디어)

The conference began with the keynote lecture by Marina Narishkin, director general of Millimages, a French independent animations studio company with the longest history in Europe that plans, produces and distributes the entertainment content for families worldwide and Seo Yongha, chief producer at KBS. It was composed of a special session by Canada, the country of honor, a session on new technology and new content, session on new collaboration and new methods, and a session on outlook and tasks of future co-productions, etc.

Canada participated in this conference as the country of honor and shared the broadcasting status and examples of co-production and co-production support system of Canada. It was followed by introducing a new content production method that used digital technologies, such as metaverse and mixed realities. Afterwards, a discussion on the method of collaboration between country by utilizing cloud and artificial intelligence technologies was conducted. Also, an in-depth discussion by experts in various fields was held on the outlook and tasks of the future co-productions.

The Chairman emphasized the fundamental purpose of international co-production by stating that “the co-production is a meeting of countries with different cultures and planning and producing a high-quality creative content together,” and further stated that “the KCC will establish a basis to promote international co-production by executing agreements with major countries on co-production and will provide support for the co-production expenses to produce excellent content.”

The detailed schedule and pre-registration for the conference can be found on the official website or the website of the KCC or Korea Information Society Development Institute (KISDI).

## 2) Selection of 2021 Excellent Overseas Broadcasting Co-Production Awards

The Commission evaluated the submissions for the 2021 Excellent Overseas Broadcasting Co-Production Awards in May 2021, and selected ‘Back to the Books’ by Indecom as the recipient of the Grand Prize. KBS’s ‘Korea: Never Ending War’ received the Best Excellence Award, and Gwangju MBC’s ‘Asia’s Top Band’ received the Excellence Award.

The awards were presented at the 2021 International Broadcasting Co-Production Conference.

[Table III-35] Overview of the Winners at the 2021 Excellent Overseas Broadcasting Co-Production Awards

Awards	Broadcaster/ Producer (Co-Producing Country)	Program Title	Genre
Grand Prize	Indecom (Japan)	Back to the Books	Documentary
Best Excellence Award	KBS (USA, UK, France)	Korea: Never Ending War	Documentary
Excellence Award	Gwangju MBC (7 countries, including Mongolia and Uzbekistan)	Asia’s Top Band	Entertainment
A Total of Three Titles			

This is the fourth year of ‘the Excellent Overseas Broadcasting Co-Production Award’, and it is an award for discovering excellent programs produced jointly with overseas business operators, for the vitalization of overseas co-production and creating an atmosphere of creativity for broadcasting companies and producers.

### III. Broadcasting and Communications Policy Outcomes in 2021

[Table III-36] 2021 Excellent Overseas Broadcasting Co-Production Award Recipients

Grand Prize		
[Indecom] Back to the Books		
Broadcast Date (Channel)	Oct.~Nov. 2019 (JTBC)	
Genre	Documentary (4 Episodes)	
Co-Producers	Japan (IAW)	
Co-Production Method	<ul style="list-style-type: none"> <li>Co-produced with investment from a Japanese production company; Indecom has copyright in Korea and the copyright overseas is held 8:2 (Indecom: Japan's IAW)</li> </ul>	
Content	<ul style="list-style-type: none"> <li>Famous hallyu celebrity, Jang Donggun, is the presenter who visits book stores in Japan, China France and Korea and shares the stories of the book stores. It provides a glimpse of Utopian slow life and the importance of the power to think to the busy modern people.</li> </ul>	
Export Result	<ul style="list-style-type: none"> <li>Japan NHK, OTT (15, including Amazon Prime), UK (British Air - In-flight), Oman (Oman Air - In-flight), Germany (Lufthansa - In-flight)</li> </ul>	
Best Excellence Award		
[KBS] Korea: Never Ending War		
Broadcast Date (Channel)	Jun. 2019 (KBS)	
Genre	Documentary (110 minutes)	
Co-Producers	USA (WETA, ARK Media), UK (BBC), France (ZED)	
Co-Production Method	<ul style="list-style-type: none"> <li>USA and UK made investment and participated as co-producer, France responsible for international distribution, including pre-sale, etc. (KBS has copyright in Korea and 10% share in international sales)</li> </ul>	
Content	<ul style="list-style-type: none"> <li>Documentary on Korean War. A historical documentary from the end of World War II in 1945 to the second North Korea-United States Summit in 1919 centered on the Korean War.</li> </ul>	
Export Result	<ul style="list-style-type: none"> <li>UK (BBC), Australia (FOXTEL), Canada (Tele-Quebec), Norway (NRK), Switzerland (RSI), Belgium (RTBF, VRT), etc.</li> </ul>	
Excellence Award		
[Gwangju MBC] Asia's Top Band		
Broadcast Date (Channel)	Nov. ~ Dec. 2020 (Gwangju MBC)	
Genre	Entertainment (seven episodes)	
Co-Producers	Mongolia, Uzbekistan, Vietnam, Indonesia, China, Myanmar, the Philippines	
Co-Production Method	<ul style="list-style-type: none"> <li>As many as seven overseas broadcasting companies produced the content in their own countries in advance, with their own production expenses, and participated in the co-production. The copyright is held by the host, Gwangju MBC</li> </ul>	
Content	<ul style="list-style-type: none"> <li>Audition program for music bands, where broadcasting companies from eight Asian countries participated. It was planned to understand each other's culture through music and to expand mutual exchanges.</li> </ul>	
Export Result	<ul style="list-style-type: none"> <li>Broadcasted within each country</li> </ul>	

### 3) The Chairman Meets Indian Ambassador to Korea

The Chairman met Sripriya Ranganathan, Indian Ambassador to Korea, on Nov. 2, 2021, to exchange opinions on collaboration with broadcasting content exchange, such as the co-production of broadcasting programs between Korea and India, etc.

At the meeting, the Chairman stated that India successfully produced many excellent video content and India was called “Bollywood,” and that Korea is also acting as the hub for content by creating popular content, such as <Squid Game>.

The Chairman requested the attention of the Indian government by stating that “the two countries has established a basis for exchange and collaboration in the broadcasting area by executing an agreement on the joint-production of audiovisual materials in 2015 (an agreement for the co-production of both broadcasting and movies that provides many benefits by recognizing as domestic content if each country makes financial and creative contributions of more than 30%), and if the two countries collaborate based on the strength of each party, then the two countries can produce creative and excellent content recognized by the world.”

Ambassador Sripriya Ranganathan replied that “Korea and India have a special strategic partnership and continues collaboration in many areas,” and agree to collaborate for the successful broadcasting and communications exchange of the two countries.

Also, Ambassador Ranganathan emphasized that “the two countries have strong content and the cultural influence of Korea is spreading through the world, not only India,” and expressed intent to “expand the collaboration based on the agreement on the joint-production of audiovisual materials executed by the two countries in 2015.”

Lastly, the Chairman stated that he is “hoping for the greater vitalization of broadcasting and communications exchange and collaboration, including the co-production of broadcasting by Korea and India as the two countries have maintained a strong collaborative relationship in many areas.”

[Figure III-42] Meeting with the Indian Ambassador to Korea



### III. Broadcasting and Communications Policy Outcomes in 2021

#### 4) Execution of MOU with Vietnam's Ministry of Information and Communications

The Chairman executed an MOU with Vietnam's Minister of Information and Communication, Nguyen Manh Hung on Dec. 14, 2021 to strengthen collaboration between the two countries in the area of broadcasting and communications and adopted the 2022 action plan to perform the Agreement on the Joint-Production of Broadcasting Between Korea and Vietnam.

The Commission and Vietnam's Ministry of Information and Communications have collaborated in the broadcasting and communications area, by executing an MOU on collaboration in the Broadcasting and Communications sector in 2016 and an agreement on the co-production of broadcasting in 2019 (providing many benefits by recognizing as domestic content if each country makes financial and creative contributions of more than a certain ratio (10~30%).

The MOU this time is amending the MOU executed in 2016 to reflect the changing environment. The major terms are: ▲ Policy exchange between the two countries in the broadcasting area, ▲ Support the promotion of collaboration between broadcasting business operators and the development of personnel in broadcasting and communications area, ▲ regulatory policies in the internet service area, such as an online platform, preventing illegal spam, etc., and ▲ collaboration on multi-party international and local issues related to false information and false news.

Also, the two countries adopted the 2022 action plan, as part of the follow-up measures for the 'Agreement on the Co-Production of Broadcasting between Korea and Vietnam', executed in 2019. The action plan includes ▲creating a co-committee between the two countries with high-level officials, ▲exchange information related to co-production, and ▲holding a joint-workshop.

[Figure III-43] Execution of MOU with Vietnam's Ministry of Information and Communications



The execution of an MOU on collaboration in broadcasting and communications and the adoption of the action plan will strengthen the broadcasting and communications collaboration between the two countries and promote exchange in broadcasting content under the rapidly changing media environment.

The Chairman explained that “creating an environment for fair competition for the media ecosystem and a healthy internet use is becoming an important task as the influence of the new media and online platforms is growing in the border-less digital space,” and emphasized that “solidarity and collaboration between countries are necessary for an effective response.”

Moreover, he “hopes for a mutually beneficial relationship by reinforcing policy exchange and collaboration in the broadcasting and communications area through the execution of this MOU.”

## 2. Broadcast Advertising Regulations System Innovation

### a. Rationalization of Advertising Regulations

#### 1) Full Allowance of Commercial Breaks and Measures to Protect the Right to Watch the Commercial Breaks

The Commission’s proposed bill for the 「Enforcement Decree of the Broadcasting Act」 was decided at the 18<sup>th</sup> State Council Meeting on Apr. 27, 2021. It permitted commercial breaks without classifying the broadcasting business operators and relaxed the programming regulations by each area.

The proposed bill for the 「Enforcement Decree of the Broadcasting Act」 is the first measure taken pursuant to the 「Policy Plan to Promote the Broadcasting Market」 released by the KCC on Jan. 13, 2021. The plan is implemented to secure a growth engine for the broadcasting market according to the changing media environment and to rationalize the advertising regulations for a balanced development between media types. The main contents of the proposed amendment for the Enforcement Decree of the Broadcasting Act are as follows.

First, without classifying the broadcasting business operators, commercial breaks are permitted to all broadcasting media for the same frequency and running time as the paid broadcasting (within one minute per one commercial/ one time for more than 45 minutes, two times for more than 60 minutes, 1 time added for every 30 minutes for up to six times), and the total quantity of advertisement (up to 20/100 for each hour of programming, 17/100 on average per day) and virtual and PPL hours (7/100) are stipulated the same.

Second, commercial breaks should not undermine the integrity of the broadcast program, taking into account the characteristics of the said programs and target viewers; avoid any confusion among viewers between commercial breaks and broadcast programs due to those who feature in the said program.

Also, the viewer’s right of choice was strengthened by being informed in subtitles, by voice, or by other means that commercial breaks will begin immediately before such commercial breaks for their clear understanding. In such cases, the size of the caption should be at least 1/32 of the screen.

### III. Broadcasting and Communications Policy Outcomes in 2021

Moreover, a provision on the premium commercial messages (commercials placed between broadcast programs divided into two or three parts), which was pointed out as being used to bypass the commercial break regulations, allows it to be included within the system. When two or more television broadcast programs are airing consecutively but in actuality recognized as the same program, the broadcast program advertising and station break advertising will be regulated on the running time and frequency with the entire program consecutively airing as the basis.

The proposed amendment was implemented to strengthen the content competitiveness of the domestic broadcasting businesses and to vitalize the national economy by considering the changing media environment, such as the entry of global media businesses to the Korean market and intensification of competition in the broadcasting market. The amended bill was announced on Apr. 30 and implemented from Jul. 1.

After reporting at the Commission meeting on Jan. 13, 2021, the opinions were continuously collected through advance legislation notice, civic group discussions and expert policy roundtable, etc. It was resolved at the Commission meeting on Mar. 21. The partial amendment to the 「Enforcement Decree of the Broadcasting Act」 decided at the council meeting was announced on Apr. 30, and the advertising related provisions were implemented from Jul. 1, and the programming related provisions were implemented from Jan. 1, 2022.

The Chairman stated that “we intended to reform the old regulations from the time when terrestrial had monopoly and to establish a new regulatory system fitting the current media environment, so as to bring vitalization to the broadcasting market as a whole,” and further stated that “the Commission will exert system efforts to protect the right to view, so the regulation reform will not lead to a weakening of the public responsibilities of broadcasting.”

[Table III-37] Comparison of the Enforcement Decree of the Broadcasting Act Pre and Post Amendment

Classification	Pre-Amendment	Post-Amendment
Relieving of Asymmetrical Regulation on Broadcast Advertising, including Permitting Commercial Breaks, etc.	<ul style="list-style-type: none"> <li>■ (Commercial Breaks) Prohibited for terrestrial broadcasting, but allowed for paid broadcasting</li> <li>• Only stipulated the obligation to provide notice immediately prior to starting the commercial breaks</li> <li>■ (Total Advertising and Running Time of Virtual Ad/PPL) Regulated differently between terrestrial and paid broadcasting</li> </ul>	<ul style="list-style-type: none"> <li>■ (Commercial Breaks) Permitted for all broadcasting media types</li> <li>• Established a principle on allowing commercial breaks to not be confused with the programs and stipulated the size of the commercial break notice</li> <li>• Segregated programming advertising that bypasses the commercial break regulations will be regulated under the same standards as commercial breaks as a whole</li> <li>■ (Total Advertising and Running Time of Virtual Ad/PPL) Apply the same regulation for all broadcasting media type</li> </ul>

## 2) Established Detailed Standards for Consecutive Programming

The Commission resolved a bill to establish a 「Notice on the Standard Specifications for the Consecutive Programming, Etc.」 on Jun. 23, 2021 to reinforce the protection of the right to view related to commercial breaks.

This is pursuant to the amendment of the 「Enforcement Decree of the Broadcasting Act」 (effective from Jul. 1, 2021) in Apr. 2021. In the past, some broadcasting businesses divided one broadcast programs into two or three parts and aired them consecutively to avoid the commercial break regulations, and aired advertisements between the parts (called 'premium commercial message' or 'PCM'). In the Enforcement Decree, when the same broadcast program airs consecutively, the commercial between the parts will be applied with the same standards for the frequency and running time (within one minute per one commercial/ 1 time for more than 45 minutes, two times for more than 60 minutes, one time added for every 30 minutes for up to six times for 180 minutes or longer).

So, the premium commercial messages must be less than own minute at a time, and the frequency is also restricted according to the program's running time.

The Notice stipulates the detailed determination criteria of 'consecutive programming' that is subjected to the application of the commercial break standards as delegated by the 「Enforcement Decree of the Broadcasting Act」, and the main contents are as follows.

First, the following must be considered when making a determination on consecutive programming: similarity or identity of title and formation, reference or notice that the programs are connected; whether the notices typically appearing at the end of a program are omitted or not; and a difference in starting and ending parts between the consecutive programs. Also, the program's intent, number of parts under contract and how it was aired on other media or channels can also be considered.

Second, exceptions to 'consecutive programming' were included by considering the characteristic of the broadcasting environment, such as re-runs, disaster broadcasting and election ballot counting broadcasting, etc. so as to not have any unnecessary regulatory effects beyond the intent of the legislation to prevent the bypassing of the commercial break regulations.

The resolved proposed Notice became effective from Jul. 1, 2021, along with the 「Enforcement Decree of the Broadcasting Act」 after being disclosed on the official gazette. The Commission distributed information materials so the amended law can be used properly and conducted focused monitoring on the integrated application of commercial break standards and notice obligations.

In the past, there were concerns with viewers being uncomfortable due to expedient commercials that avoided running time and frequency of commercial breaks, but through this change in the system, expedient commercials are brought within the system, which will in turn strengthen the protection of viewer rights.

### 3) Amendment of the Sponsorship Announcement Rules and Virtual Advertising Notice

The Commission resolves the draft amendment to the 「Rules on Sponsorship Announcement, Etc.」 and the 「Notice on the Standard Specifications of Virtual Advertising, Etc.」 on Sep. 10, 2021 to relax part of the regulations as part of the regulatory reform according to the changing media environment.

This is part of the 'Policy Plan to Promote the Broadcasting Market' presented on Jan. 2021, to minimize excessive regulations on virtual advertising and sponsorship announcement and to strengthen autonomy. The main contents are as follows.

First, the business classifications of the terrestrial TV central broadcasting business entity, terrestrial TV regional broadcasting business entity, CATV, satellite broadcasting business entity and program provider are integrated into the TV broadcasting channel, and the permitted time and frequency of the sponsorship announcement that differ between media types are relaxed to the level of paid broadcasting.

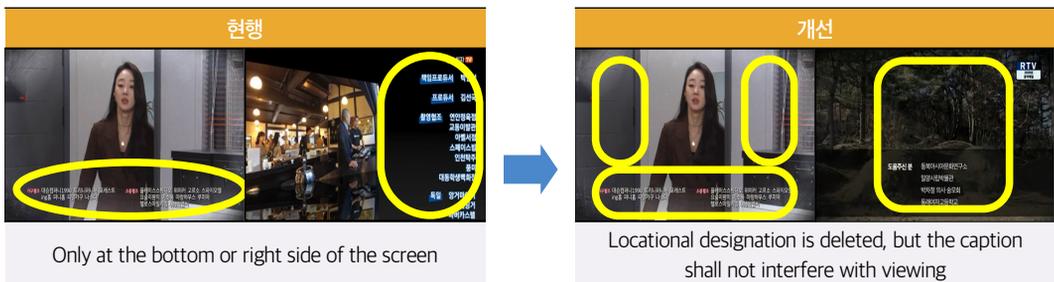
[Table III-38] Comparison of Current and Proposed Amendment of the Sponsorship Announcement Rules and Virtual Advertising Notice

Classification	Current	Proposed Amendment
Sponsorship Announcement Running Time	30 sec. central terrestrial, 30 sec. regional terrestrial, 45 sec. for paid broadcasting	45 sec. TV broadcasting channels
Event/Program Notice & No. of Sponsorship Announcement	2 times central terrestrial, 3 times regional terrestrial, 3 times paid broadcasting, 4 times radio broadcasting	3 times TV broadcasting channels, 4 times radio broadcasting channels

Second, autonomy in the substance of the sponsorship announcement was increased by comprehensively stipulating the sponsorship related matters, such as the name of the sponsor, company name, product name, etc., where only the matters listed in the regulation were able to be listed before.

Third, in order to strengthen the autonomy of the broadcasters, the location of the sponsorship announcement is not designated at the end of a program, but the location of the caption cannot interfere with the viewing of the program.

[Figure III-44] Companies Newly Licensed as National Community Radio



Fourth, when starting a program, the regulation on the virtual advertising announcement was improved from simply regulating the size of the caption (1/16 or more) to regulating the size of approx. 1/16, as well as the color that contrasts with the background color so that the viewers can clearly know of the inclusion of a virtual advertising.

「Rules on Sponsorship Announcement, Etc.」 resolved and the partially amended 「Notice on the Standard Specifications of Virtual Advertising, Etc.」 were implemented immediately after being included in the official gazette.

Excessive format regulations were a burden for the broadcasters in the past, and by relaxing the format regulations, that did not influence the viewing right, the burden on the broadcaster is relieved and will improve their autonomy.

[Table III-39] Comparing Pre and Post Amendment of 「Rules on Sponsorship Announcement, Etc.」

Classification	Pre-Amendment	Post-Amendment
Relieving the Disparate Regulations Between Medias on Running Time and Frequency of Sponsorship Announcement	<b>(Running Time)</b> 30 sec. for terrestrial, 45 sec. for paid broadcasting	<b>(Running Time)</b> 45 sec. for TV broadcasting channels
	<b>(Frequency)</b> 2 times for central terrestrial, 2 times for regional terrestrial, 3 times for paid broadcasting, 4 times for radio broadcasting	<b>(Frequency)</b> 3 times for TV broadcasting channels, 4 times for radio broadcasting channels
Expanding the Substance of Sponsorship Announcement	Name of the sponsor (including logo), company slogan, product name, trademark, homepage address or location	Comprehensively regulated on matters related to the sponsorship, including the name of the sponsor, company name, product name, etc. to increase the autonomy of the business
Relaxing of Location for Sponsorship Announcement Caption	Limited to the bottom or right side of the screen	To strengthen the autonomy in editing, the designation of location is deleted, but cannot interfere with viewing

[Table III-40] Comparing Pre and Post Amendment of 「Notice on the Standard Specifications of Virtual Advertising, Etc.」

Classification	Pre-Amendment	Post-Amendment
Relaxing of the Size of the Virtual Advertising	The size of the caption for the virtual advertising notice must be more than 1/16 of the screen	The size of the caption for the virtual advertising notice must be approx. 1/16 and in a color that contrasts with the background color for clear viewing

[Figure III-45] Information on the Monitoring Standards for Sponsorship Announcement and Broadcast Advertising

### Sponsorship Announcement Monitoring Standard

2021년 9월 10일자로 '협찬고지 등에 관한 규칙'이 일부 개정되었습니다. 폐색전의 비대상 규제 해소 및 협찬고지 내용·위치의 자율성 확대를 위한 것으로, 개정된 내용은 9월 1일부터 시행됩니다.

방송통신위원회 | 시청자미디어재단

<b>협찬고지 금지항목</b>	<ul style="list-style-type: none"> <li>▶ 다른 법령 또는 심의규정에 따라 방송광고가 금지된 상품 (병행, 전문의약품, 조제분유, 17도 이상 주류 등)이나 용역률 제조·판매 또는 제공하는 협찬주를 고지하지는 않았습니까?</li> </ul>	<b>협찬고지 위치</b>	<ul style="list-style-type: none"> <li>▶ 협찬고지 위치 규제가 완화된 것을 확인하셨습니까?</li> <li>- 기존에는 화면 하단 또는 우측에만 가능했던 협찬고지 이젠 시청에 방해가 되지 않는다면 위치 관계없이 고지 가능합니다.</li> </ul>								
<b>협찬고지 내용</b>	<ul style="list-style-type: none"> <li>▶ 협찬고지 내용의 허용범위가 확대된 것을 확인 하셨습니까?</li> </ul> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 50%;">기존</th> <th style="width: 50%;">변경</th> </tr> <tr> <td>협찬주명(로그포함), 기업명, 상품명, 유통업체이름주소, 위치</td> <td>협찬주명, 상품명, 유통업체명 등 협찬에 관한 사항</td> </tr> </table> <ul style="list-style-type: none"> <li>- 협찬고지 내 이미지(모델사진, 제품사진 등) 노출금지!!</li> </ul>	기존	변경	협찬주명(로그포함), 기업명, 상품명, 유통업체이름주소, 위치	협찬주명, 상품명, 유통업체명 등 협찬에 관한 사항	<b>매 시간당 횟수 제한</b>	<ul style="list-style-type: none"> <li>▶ 공익행사 예고 및 방송프로그램 예고 협찬고지 변경된 매 시간당 허용횟수 확인하셨습니까?</li> <li>- 매제간(지상파·유료방송) 차별없이 시간당 3회까지 협찬고지 할 수 있습니다.</li> <li>※ 라디오는 시간당 4회 가능</li> </ul> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 50%;">구분</th> <th style="width: 50%;">텔레비전 방송</th> </tr> <tr> <td>노출 횟수</td> <td>매 시간당 3회</td> </tr> </table>	구분	텔레비전 방송	노출 횟수	매 시간당 3회
기존	변경										
협찬주명(로그포함), 기업명, 상품명, 유통업체이름주소, 위치	협찬주명, 상품명, 유통업체명 등 협찬에 관한 사항										
구분	텔레비전 방송										
노출 횟수	매 시간당 3회										
<b>협찬고지 방법</b>	<ul style="list-style-type: none"> <li>▶ 협찬고지를 자막으로 노출하셨습니까?</li> <li>- 공익성행예인과 방송프로그램 예고 및 공익행사 프로그램 예고, 시상식·경품 협찬고지의 경우에는 음성 고지도 가능</li> </ul> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 50%;">구분</th> <th style="width: 50%;">자막</th> <th style="width: 50%;">자막+음성</th> </tr> <tr> <td>유형</td> <td>공익행사, 프로그램제막, 창설·막상·소품 등</td> <td>공익성행예인, 공익행사 예고 및 프로그램 예고, 시상식·경품</td> </tr> </table> <ul style="list-style-type: none"> <li>▶ 협찬고지 내 예 동영상이나 롤링요구를 노출하지는 않았습니까?</li> <li>- 동영상, 롤링요구 금지!!</li> </ul>	구분	자막	자막+음성	유형	공익행사, 프로그램제막, 창설·막상·소품 등	공익성행예인, 공익행사 예고 및 프로그램 예고, 시상식·경품	<b>협찬고지 시점</b>	<ul style="list-style-type: none"> <li>▶ 협찬고지가 가능한 허용범위 내에서 종료시 1회에 한해 협찬고지를 노출하셨습니까?</li> <li>- 협찬고지는 종료시 1회만 가능</li> </ul>		
구분	자막	자막+음성									
유형	공익행사, 프로그램제막, 창설·막상·소품 등	공익성행예인, 공익행사 예고 및 프로그램 예고, 시상식·경품									
		<b>협찬고지 노출시간 크기</b>	<ul style="list-style-type: none"> <li>▶ 협찬고지를 노출할 수 있는 시간이 변경된 것을 확인하셨습니까?</li> <li>- 매제간(지상파·유료방송) 차별없이 45초 이내로 협찬고지 할 수 있습니다.</li> </ul> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">1회 고지시간</td> </tr> <tr> <td style="text-align: center;">45초 이내</td> </tr> </table> <ul style="list-style-type: none"> <li>▶ 협찬고지를 전체 화면 크기의 1/4 크기 이내로 노출하셨습니까?</li> </ul>	1회 고지시간	45초 이내						
1회 고지시간											
45초 이내											

### Broadcast Advertising Monitoring Standard

2021년 4월 30일자로 '방송법 시행령'이 개정되었습니다. 지상파방송사업자와 유료방송사업자 간의 중간광고, 광고총량 등에 대한 차등규제를 해소하는 것으로, 개정된 내용은 7월 1일부터 시행됩니다.

방송통신위원회 | 시청자미디어재단

<b>광고총량</b>	<ul style="list-style-type: none"> <li>▶ 방송프로그램 편성시간 당 허용기준 이내로 광고를 편성하셨습니까?</li> <li>▶ 1일동안 편성되는 각 방송프로그램의 편성시간당 방송광고 시간 평균 비율을 허용기준 이내로 편성하셨습니까?</li> </ul> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 50%;">편성시간당 총량</th> <th style="width: 50%;">일일총량</th> </tr> <tr> <td style="text-align: center;">20/100이하</td> <td style="text-align: center;">17/100이하</td> </tr> </table>	편성시간당 총량	일일총량	20/100이하	17/100이하												
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20/100이하	17/100이하																
<b>중간광고</b>	<ul style="list-style-type: none"> <li>▶ 중간광고 허용원칙을 준수하였습니까?</li> <li>- 중간광고는 방송프로그램의 성격(예: 보도 등 공중성이 요구되는 프로그램)과 주 시청대상(예: 어린이 주시청 프로그램)을 고려하여 방송프로그램의 온전성이 훼손되거나 시청자의 시청흐름이 방해되지 않아야 하며, 출연자 등으로 인해 중간광고와 방송프로그램이 혼동되지 않도록 해야 합니다.</li> <li>▶ 중간광고 노출 직전 시청자가 중간광고가 시작됨을 확실하게 알 수 있도록 명확하게 자막 또는 음성으로 고지를 하셨습니까?</li> <li>- 중간광고가 시작됨을 알 수 없는 문구를 이용하여 배경화면과 (주·의) 고지크기가 작거나 배경화면과 고지색상이 대비되는 색상으로 충분한 시간동안 화면의 1/32(3.125%) 이하의 크기로 광고가 시작 되는 것을 알려주세요!!</li> </ul> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>적절한 고지 예시</p> </div> <div style="text-align: center;"> <p>부적절한 고지 예시</p> </div> </div> <p>중간광고 시간은 매회 1분 이내(필라 포함)로 편성하셨습니까? 프로그램 시간(R.T)에 따른 중간광고 허용횟수를 준수하셨습니까?</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 10%;">프로그램 시간</th> <th style="width: 15%;">45분 이상 60분 미만</th> <th style="width: 15%;">60분 이상 90분 미만</th> <th style="width: 15%;">90분 이상 120분 미만</th> <th style="width: 15%;">120분 이상 150분 미만</th> <th style="width: 15%;">150분 이상 180분 미만</th> <th style="width: 15%;">180분 이상</th> </tr> <tr> <td>횟수</td> <td style="text-align: center;">1회 이하</td> <td style="text-align: center;">2회 이하</td> <td style="text-align: center;">3회 이하</td> <td style="text-align: center;">4회 이하</td> <td style="text-align: center;">5회 이하</td> <td style="text-align: center;">6회 이하</td> </tr> </table>	프로그램 시간	45분 이상 60분 미만	60분 이상 90분 미만	90분 이상 120분 미만	120분 이상 150분 미만	150분 이상 180분 미만	180분 이상	횟수	1회 이하	2회 이하	3회 이하	4회 이하	5회 이하	6회 이하		
프로그램 시간	45분 이상 60분 미만	60분 이상 90분 미만	90분 이상 120분 미만	120분 이상 150분 미만	150분 이상 180분 미만	180분 이상											
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<b>분리편성 광고 (PCM)</b>	<ul style="list-style-type: none"> <li>▶ 사실상 하나의 프로그램을 12부 등으로 분리하여 연속 편성하는 경우 그 프로그램 사이의 프로그램 광고, 토크광고 및 각 프로그램의 중간광고는 1개의 동일한 프로그램의 중간광고로 보아 중간광고에 관한 시간·횟수를 통합 적용합니다.</li> <li>[분리편성-중간광고 통합적용 예시]</li> </ul> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">00드라마 1부</td> <td style="text-align: center;">중간광고 ①</td> <td style="text-align: center;">00드라마 1부</td> <td style="text-align: center;">프로그램광고 or 토크광고</td> <td style="text-align: center;">00드라마 2부</td> <td style="text-align: center;">중간광고 ③</td> <td style="text-align: center;">00드라마 2부</td> </tr> </table> <p>1-2부를 통합한 본 프로그램 길이가 100분일 경우 중간광고 기준에 따라 ①+②+③을 통합하여 최대 3회 제한 1분 이내로 편성 필요</p>	00드라마 1부	중간광고 ①	00드라마 1부	프로그램광고 or 토크광고	00드라마 2부	중간광고 ③	00드라마 2부									
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<b>가상/간접광고</b>	<ul style="list-style-type: none"> <li>▶ 방송프로그램 시작 전 가상광고 및 간접광고가 포함되어 있음은 자막으로 고지하셨습니까?</li> <li>▶ 가상광고 고지자막의 경우 화면의 1/16(6.25%)내외의 크기로 배경색과 대비되게 하여 명확하게 고지하셨습니까?</li> <li>▶ 가상광고 및 간접광고를 각각 프로그램 시간(R.T)의 7/100 이하로 편성하셨습니까?</li> <li>▶ 가상/간접광고를 노출시키는 화면의 1/4(25%)이내로 노출하셨습니까?</li> </ul>																
<b>어린이 대상 프로그램 광고</b>	<ul style="list-style-type: none"> <li>▶ 어린이를 주 시청대상으로 하는 프로그램 전후 방송광고, 토크광고 시간에 화면의 좌상단 또는 우상단 위치에 '광고방송' 자막을 지속적으로 표기하셨습니까?</li> <li>▶ '광고방송' 자막의 크기를 화면의 1/64(1.56%)이상으로 표기하셨습니까?</li> </ul>																

#### 4) Application of Strict Ex-Post Regulation for Commercial Breaks

Pursuant to the Enforcement Decree of the Broadcasting Act (effective from Jul. 1, 2021) that permits commercial breaks without regards to the media type, the Commission inspected the compliance with the commercial breaks related regulations to protect the right to view from Jul. to Sep. of 2021, and provided guidance to make corrections for any acts of violation by the broadcasters.

Most of the businesses complied with the amended commercial breaks related regulations, but some broadcasters were unaware of the new size regulation (more than 1/32) for the notice of the commercial breaks or were unaware of the application of the integrated standard (running time and frequency) for commercial breaks and premium commercial messages.

[Table III-41] Examples of Major Regulation Violations and Interpretations on Commercial Breaks

- Using the caption sized, less than 1/32, used prior to the amendment for the notice of commercial breaks
- Programming of commercial breaks for a program with a length (less than 45 min.) allowing for commercial breaks under the amended regulations, where the premium commercial message was placed without regards to the program length
- When airing a program that included the premium commercial message in the past, and included a commercial break, in addition to the premium commercial message, to violate the frequency and running time under the integrated standard
- When making one special program by re-editing a program that is composed of several parts, the program is not a re-run but a separate new program, and the commercial break frequency and running time should be based on the new program

As such, the Commission notified the violators to make corrections on the violations, and took measures for all broadcasting businesses to comply with the laws by sharing the excellent examples (caption for commercial break notices) and the examples of violations by type.

[Table III-42] Examples of Excellent and Violations of Commercial Break Announcements

Example of Excellence	Example of a Violation
	
<ol style="list-style-type: none"> <li>1. Use of vivid color to distinguish from background (○)</li> <li>2. Clear delivery by using the words '60 seconds' (○)</li> <li>3. Using the announcement size of over 3.125% (○)</li> </ol>	<ol style="list-style-type: none"> <li>1. Use of vivid color to distinguish from background (X)</li> <li>2. Clear delivery by using the words '60 seconds and advertisement' (X)</li> <li>3. Using the announcement size of over 3.125% (X)</li> </ol>

### III. Broadcasting and Communications Policy Outcomes in 2021

On the other hand, as the commercial breaks are permitted for terrestrial broadcasting and the application of commercial break integrated standard (running time and frequency) for premium commercial messages, the terrestrial broadcasters used commercial breaks rather than the premium commercial messages that cause inconvenience for the audiences for separating the programs, and in case of some paid broadcasting, the audience inconvenience from watching 2~3 minutes of premium commercial messages is reduced businesses, as only commercial breaks are permitted under the integrated standard (running time and frequency).

The Commission determined that the regulation related to commercial breaks and the application of the integrated standard for premium commercial messages have been settled in with the broadcasters during the grace period, and therefore, notified that the regulation will be strictly applied after the grace period.

Moreover, the Commission plans on conducting a viewer impact assessment in the future and will prepare an additional plan to improve the system to protect the viewer rights.

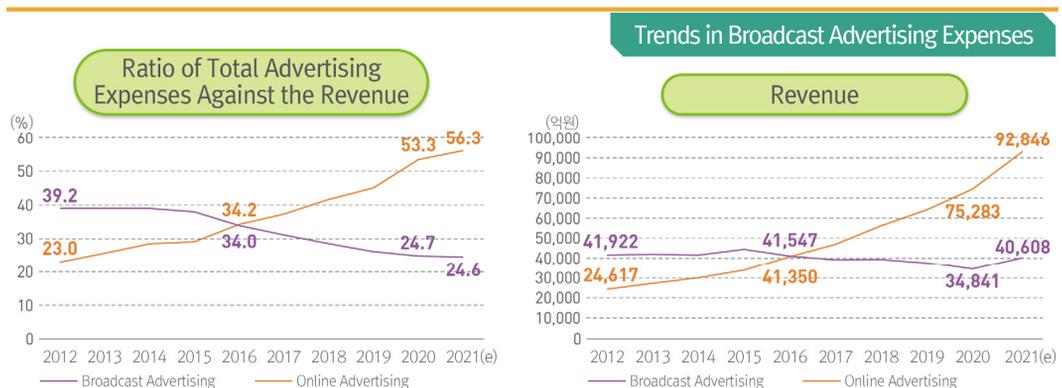
## b. Conversion to Negative Regulations

### 1) Hosting of a Panel Discussion for a Plan to Introduce a Negative Regulatory System for Broadcast Advertising

The Commission and the Korea Information Society Development Institute hosted a panel discussion under the theme of 'Plan to Introduce a Negative Regulatory System for Broadcast Advertising' on Nov. 5, 2021.

The online advertising surpassed the broadcast advertising a long time ago due to rapid growth under the changing media environment; however, the strict and outdated regulation applies to broadcast advertising, unlike the online advertising, and the need to reform the regulatory system to strengthen the competitiveness of broadcast content has been raised continuously.

[Figure III-46] Trend of Broadcast Advertising Expenses and Online Advertising Expenses Against the Total Advertising Expenses



\* (e) Advertising expenses for 2021 is an estimate, and includes sponsorship revenue for the broadcasting media (Source: Survey of Broadcasting and Communications Advertising Expenses for 2012~2021)

As such, the Commission reformed the outdated regulation of the broadcasting market in Jan. 2021, and presented a “Policy Plan to Promote the Broadcasting Market” to increase vitality for the overall media ecosystem. The introduction of the negative regulatory system was promoted as part of this initiative. A research group, composed of academics, research institutions, legal professions and consumer groups, has conducted in-depth discussions on several occasions.

The panel discussion was prepared to share the main substance of the plan to introduce the negative regulatory system for the broadcast advertising, and to collect the opinions of various groups, including academics, industry, civic society and the people.

The panel discussion made presentations on the principle of broadcast advertising regulations to introduce the negative regulatory system, type of broadcast advertising, daily total quantity system, and plan to introduce an audience impact assessment system.

The panels, including academics, legal industry, broadcasting association, civic organizations, etc., agree with the need to convert to a negative regulatory system, but had different opinions on the detailed implementation plan.

The Commission will prepare a ‘Plan to Introduce a Negative Regulatory System for Broadcast Advertising,’ to convert the current positive regulation of full restrictions except for the types listed in the regulation, to a negative regulatory system of fully allowed except for the prohibitions listed in the regulation by collecting opinions in various forms, from policy council and roundtable discussions, etc.

### 3. Creating a Fair Competition Environment

#### a. Inspection of Unfair Practices in the Broadcasting Market, Etc.

##### 1) Amendment of the Guideline on the Paid Broadcasting Channel Contract and Content Supply Procedure

The Commission discussed the plan to improve reliability on channel evaluation, improving the fee allocation structure and transaction procedure, improving the dispute/prohibited action system, etc. through the ‘Committee on Improving the Calculation of Broadcasting Channel Considerations,’ (Jan. to Dec. 2021) composed of academics, industry, research and government to induce the settlement of autonomous and the fair paid broadcasting channel transaction order. On Dec. 29, 2021, the ‘Guideline on the Paid Broadcasting Channel Contract and Content Supply Procedure’ was amended by reflecting the results of discussions regarding plans to improve the channel evaluation, channel transaction procedure, dispute and prohibited acts system, etc.

The main contents of the guideline are as follows. First, the bargaining disadvantages of SMEs were supplemented by disclosing the evaluation standards, increasing the disclosing evaluation items, providing an official explanation procedure, etc. for the broadcast content transactions can be conducted fairly in the market at the discretion of the business entity. Second, adjust the PP evaluation and contract period and method, etc. to fit the realities to improve the practice of contracting after the supplying that has been pointed out as problematic. Third, provide a standard evaluation criteria and procedure for the business entities to adjust the difference in the evaluation criteria between the businesses and conduct reasonable evaluations. Fourth, clearly stipulate the criteria and procedure to terminate the

### III. Broadcasting and Communications Policy Outcomes in 2021

contract with PPs with poor evaluation results and provide for a standard to operate the test channel for excellent broadcast content to be provided continuously. Fifth, stipulate the viewer notice procedure when the contract is terminating to protect the viewing right of the audiences.

The amended guideline will be effective from Jan. 1, 2022. However, the channel evaluation will be effective from 2022 and will allow for a channel contract of less than one year until next year, in consideration of the fact that the channel evaluation period is adjusted pursuant to the amendment of the guideline. The application period of the principle of contracting before supplying shall be determined separately after a discussion with the Commission by considering the provision of the criteria for calculating the consideration by the Minister of Science and ICT and plans to protect the small-to-medium sized PPs and through a discussion with the paid broadcasting business entity and PPs.

We expect the amended guideline serve as an opportunity for the orderly broadcast content transaction market and virtuous cycle ecosystem centered on excellent content. The Commission will inspect the implementation status of the guideline in 2022 to be established properly within the broadcasting market, and the violating businesses will be managed and supervised continuously, such as being subjected first for the investigation on prohibited acts, etc.

#### 2) Improving the Standard for Calculating the Penalty Surcharges for the Violations of Acts Prohibited by the Broadcasting Act and the Internet Multimedia Broadcast Services Act

The Commission amended (1) the Enforcement Decree of the Broadcasting Act, (2) the Enforcement Decree of the Internet Multimedia Broadcast Services Act (IPTV Act), (3) Standard Specifications for the Imposition of Penalty Surcharges Against the Violation of Prohibited Acts According to the Broadcasting Act (notice) and (4) Standard Specifications for the Imposition of Penalty Surcharges Against the Violation of the Prohibited Acts According to the Internet Multimedia Broadcast Services Act (notice) to improve the regulatory equity between businesses and the rationality of penalty surcharges by improving the standard for calculating the penalty surcharges for violations of the prohibited acts by broadcasting and IPTV business operators and to provide for a criteria to determine the gravity of the violation to strengthen the reliability and predictability of the regulation. These amended acts and standard specifications (notices) were announced and implemented on Dec. 9, 2021.

The major changes are as follows. The current standard for calculating the relevant revenue is not consistent throughout the acts and regulations, where the Broadcasting Acts provides ‘average annual revenue for the three preceding years,’ and the IPTV Act provides as ‘revenue during the period when the act of violation occurred,’ which could lead to a problem of equity between the competing businesses (SP, satellite, IPTV) within the same market for the same act of violation, and use of average annual revenue in calculating the penalty surcharge is inconsistent with the purpose of imposing the penalty surcharge, which is the restitution of unfair profits.

Moreover, under the current broadcasting regulations and IPTV regulations, the determination on the gravity of violations is determined by the KCC at its own discretion without having a specific standard, and so this could lower the predictability of the regulation and acceptance of the penalty surcharge imposed by the businesses. Also, there was a need to realign the law for other reasons as well, such as conflicting articles under the same law related to the imposition of penalty surcharges, out-dated provisions, etc.

As such, the standard for calculating the relevant revenue when calculating the penalty surcharges for acts that violate the broadcasting regulations was amended from the average annual revenue to the revenue during the period

of violation, same as the IPTV regulations to improved the consistency of the regulation between businesses. Also, the matters to consider (Enforcement Decree) and the specific standard (notice) for determining the gravity of the act of violation was newly established to improve the reliability and predictability of the regulation, revenue classification was updated (notice of the Broadcasting Act) and corrected the error in standard for calculating the relevant revenue (notice of the IPTV Act).

[Table III-43] Newly Established Standard for Determining Gravity

Degree of Gravity	Matters to Consider
Very Serious Act of Violation	Fundamental distortion of the market, widespread damage size, users's damage not recovered, etc.
Serious Act of Violation	Short-term distortion of the market, serious damage but not widespread, partial recovery of users' damages, etc.
Slightly Serious Act of Violation	Only slightly effected the market, slight damage, recovery of the users' damages, etc.

The stability and reliability of the regulations are improved by aligning the penalty surcharge system through raising the 'imposition standard ratio' of the notice on the current Broadcasting Act and the 'imposition standard amount' of the Broadcasting Act and the notice on the IPTV Act in the Enforcement Decree, and stipulating the matters to consider in the Enforcement Decree and the specific details in the notice itself as the 'standard for calculating the period of violation' in the attached table of the current notice is the basis for calculating (relevant services, duration of violation).

Through this systems improvement, the Commission reconciled the different penalty surcharge calculation standard between the Enforcement Decrees of the Broadcasting Act and the IPTV Act and specified the standard for determining the gravity of the act of violation and the period of violation, so as to resolve the imbalance in calculating the penalty surcharges between the businesses under the principle of the same service and same regulations. We expect to raise the predictability and reliability in the regulations for the media sector.

### 3) Fact-Finding Survey of Insurance Counseling Broadcast Programs

The Commission monitored the insurance counseling broadcast programs with concerns for viewer damage, and conducted a fact-finding survey on the EBS's 'Money Talk - a Talk Show Making Money' for improperly providing the viewer information to the corporate insurance agency and unfairly using the information for its sales activities under the condition of sponsorship. The Commission imposed a corrective order and a penalty surcharge of KRW 27.4 million against EBS for the violation of the Broadcasting Act. (Feb. 23, 2022) Also, after requesting documents on the process of providing viewer information to sponsors, etc., and implementing status inspections on 20 businesses (general service PP, regional private broadcasting, channel specialized in economy) that aired programs similar to EBS's 'Money Talk,' recommending viewer counseling by providing insurance-related information, etc. and began fact-finding surveys.

[Figure III-47] EBS Money Talk Program's Screen of Caption Notice on Applying for Counseling



## b. Creating a Healthy Broadcasting Production Environment

### 1) Implementation of a Guideline for the Protection of Rights and Interests of Children and Adolescents in Programs

The need to protect the rights and interests of the children and adolescents in broadcast programs from working long hours and human rights violations have been raised at the National Assembly, etc. As such, the Commission established the 「Guidelines on the Standards for Protecting the Rights and Interests of Children and Adolescents in Programs (the ‘Guidelines’)」 that includes provisions on the protection of the right to health and learn, and prohibition on the use of improper language and physical contact, etc., and went into effect on Jan. 18. The Commission prepared the Guideline in Dec. 2020 after discussing with the broadcasters, relevant associations, and relevant agencies, to protect the rights and interests of children and adolescents in programs, and requested the relevant institutions, such as broadcasters, etc. to reflect the Guidelines with a 30-day grace period.

[Table III-44] Main Content of the Guidelines on the Standards for Protecting the Rights and Interests of Children and Adolescents in Programs

- (General Principle) The protection of children and adolescents should be of top priority throughout the entire production process.
- (Preliminary Actions for Production) Explain the intention of the production, filming format, key points, etc. to the children and adolescent actors and guardians in advance and ask for consent
- (Production Process and Follow-up Actions) ① The production and filming hours of children and adolescents should be decided according to the relevant laws, including the 「Popular Culture and Arts Industry Development Act. ② Efforts should be made to protect the basic human rights, such as the right to physical and mental health and learn. ③ Any sexual comment or action that may cause distress and forcing excessive bodily exposure are prohibited. ④ Any inappropriate physical contact is prohibited; children and adolescents should be respected as an individual, and appropriate language must be used.
- (Safety and Protection) The safety of children and adolescents takes precedence over the production of the program; should ensure not to place the performer in danger by revealing any information about them.
- (Responsibilities and Duties of the Production Team) If the production team becomes aware of the infringement of the rights and interests of the children or adolescent performers, they should take the appropriate measures to protect the victims.

The Commission expects the inconveniences experienced<sup>11)</sup> by children and adolescents to decrease and for the production environment to improve through the efforts of the broadcasters and the production teams with the implementation of the Guidelines.

Also, to secure the effectiveness of these Guidelines, the Commission newly created 'Assessment on the Appropriateness in Using the Guidelines on the Standards for Protecting the Rights and Interests of Children and Adolescents' criteria in the broadcasting assessment (Dec. 2021), and plans to evaluate whether the broadcasters properly implemented the Guidelines.

## 2) Improving the Guidelines on the Outsourced Production Transaction

The Commission released the 'Policy Plan to Promote the Broadcasting Market' in Jan. 2021 to create a fair transaction environment for the Broadcasting Market and to improve the public service of the broadcasting environment, and presented policies for creating a healthy broadcasting production environment.

Although the Commission has exerted the efforts to improve the broadcasting environment, including imposing external transaction related conditions to the broadcasting businesses when renewing the licenses and establishing the 'Guidelines on the Outsourced Production Transaction,' etc., the unfair practices within the broadcasting market still continues; therefore, the need to improve the operating system of the mutual development council and the calculation of the standard production costs, etc. during the compliance inspection of the broadcasting businesses has been raised.

As such, a 'Research Group to Improve the Work Environment of the Broadcasting Market' was created to prepare an effective policy that reflects the vivid voices of the outsourced production, and broadcasting businesses (terrestrial broadcasting, general service PP, etc.), relevant associations (Korea Drama Production Association, Korea Broadcasting Image Production Association and Korea Independent Producers and Directors' Association), legal industry, research institutions (KISDI) and relevant agencies (MCST and MSICT) are participating. Starting with the first meeting on Feb. 18, 2021, a 'Plan to Improve the Inspection Method of the Guidelines on the Outsourced Production Transaction', was prepared over a total of five research group meetings until Jun., and held an information session for the broadcasting businesses (terrestrial and general service PP). The improved guideline will be applicable to the broadcast programs from first half of 2022.

11) ① Not informing of the intention of the production or implementation method, etc., ②awaking casts while they fall asleep due to filming for a long time or delay in filming or the use of physical force, ③ filming without any safety device under bad weather conditions due to the shortage of production time

[Table III-45] Changes in the Inspection Items and Standards for the Outsourced Production Transaction Guidelines

Inspection Items	Current	Changed
Mutual Development Council	① Operating Plan: Established and not established	Participation by supervisor level
	② Operating Result: Reflect only whether held or not	1 or more for every 6 months, participation by supervisor level, preparing the meeting minutes, preparing follow-up measures after the discussions
Prior Execution of Contract	Accepting the written confirmation submitted by the producers in consideration of the circumstances of early stages of implementation	Non-recognition of the written confirmation for non-drama part
Allocation of Copyright Profits (Specify the Sponsorship Standard)	Broadcast programs not subjected to sponsorship also included in inspection	Non-sponsored broadcast programs not subjected to inspection

Moreover, the Commission will establish a fair and transparent transaction order by Jul. 2022, a 3<sup>rd</sup> anniversary of establishing the ‘Guidelines on the Outsourced Production Transaction,’ in Jul. 2019, and will include the plans to protect the broadcasting production staff and autonomous mutual efforts of broadcasting businesses, etc.

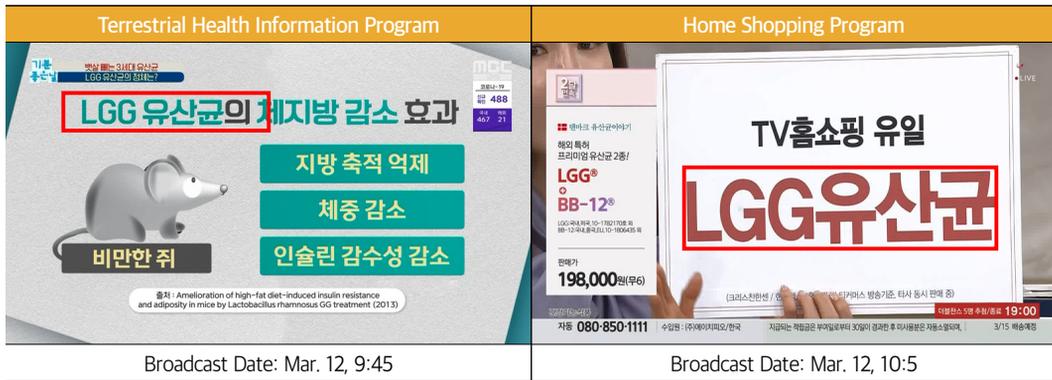
### c. Improving the Transparency of Sponsorship

The Commission presented the result of inspecting the linked programming between terrestrial and general service channel’s health information programs and home shopping channels (terrestrial and general service PP programs introducing a specific nutritional supplements and the home shopping channel selling the same or similar product around the same time) in Oct. of this year.

The main findings are as following. From inspecting five terrestrial channels, four general service channels, seven TV home shopping channels and 10 data home shopping channels in Mar., 2021, the content of 520 episodes from 45 health information programs from two terrestrial and four general service channels were linked for a total of 756 times with 17 home shopping channels, showing increase in both the number of programs and linked episodes compared to 2020.

KBS 1, 2 and EBS 1 did not have any programs linked with home shopping products, MBC had 80 episodes from three programs (53 original episodes and 27 re-runs), and SBS had 59 episodes from seven programs (53 original episodes and 6 re-runs) linked with home shopping products, for terrestrial broadcasting. TV Chosun had 139 episodes from 14 programs (53 original episodes and 27 re-runs), MBN had 108 episodes from eight programs (62 original episodes and 46 re-runs), Channel A had 70 episodes from 5 programs (20 original episodes and 50 re-runs) and JTBC had 64 episodes from eight programs (33 original episodes and 31 re-runs), for general service PP.

[Figure III-48] Example of Linked Programming



Also, there were 279 cases of one episode of terrestrial and/or general service program linked with one home shopping channel, and 241 cases of one episode linked with two or more (up to seven) home shopping channels. The duplicated programming due to the fact that 10 data home shopping channels have been added to the analysis starting from this year, and the home shopping companies are selling more health products.

During the analysis period, 53 health products were sold from home shopping channels, and there are more types compared to 2020, and products with similar ingredients also being diversified. The most programmed product are probiotics (215 times), collagen (111 times) and protein (81 times). In 2020, there were 42 health products, including probiotics (83 times), cissus/ krill oil (38 times) and collagen (27 times).

The Commission imposed announcement of sponsorship as condition to license renewal (Dec. 2020) and re-approval (Apr. 2020) when dealing with the performance/effect, etc. of the product/service of a sponsor, in order to prevent interfering with the consumer’s reasonable selection and deceiving the viewers by exaggerating the effects of the product in relation to the broadcasting-home shopping linked programming. The Commission will support the legislation of the draft amendment to the Broadcasting Act that requires a mandatory sponsorship announcement (submitted in Oct. 2020) and will specify the exposure time, running time, frequency of the sponsorship announcement upon the passing of the law.

Moreover, precautions in producing a health information program will be reflected in the production guidelines of the broadcasting companies, will consider a plan to impose license renewal and the re-approval conditions, and will strengthen the monitoring of the violations of status and sponsorship announcement, etc.

## d. Realigning the Broadcasting and Communications Combined Sales Legislation

### 1) Amendment of the Guideline on False and Exaggerated Advertisements of Broadcasting and Communications Combined Sales

The Commission will reduce the false and exaggerated advertisements of the combined products, such as TV and free internet to resolve any inconveniences of the people and will strengthen the users' reasonable right of selection.

The Commission held a meeting on Feb. 3 and amended the guideline on false and exaggerated advertisements of broadcasting and communications combined sales to prevent the broadcasting and communications business entities from advertising false information to attract customers.

The draft amendment to the guideline specifically provided examples of recent the violations of false and exaggerated advertisements to be used easily at work.

Also, provided education<sup>12)</sup> for the workers of retail outlets on the amended guideline on false and exaggerated advertisements and new types of advertisements in violation, and distributed handouts on the guideline to prevent false and exaggerated advertisements to the head offices and retail outlets.

#### [Table III-46] Examples of the Violations of False and Exaggerated Advertisements and Alternative Options

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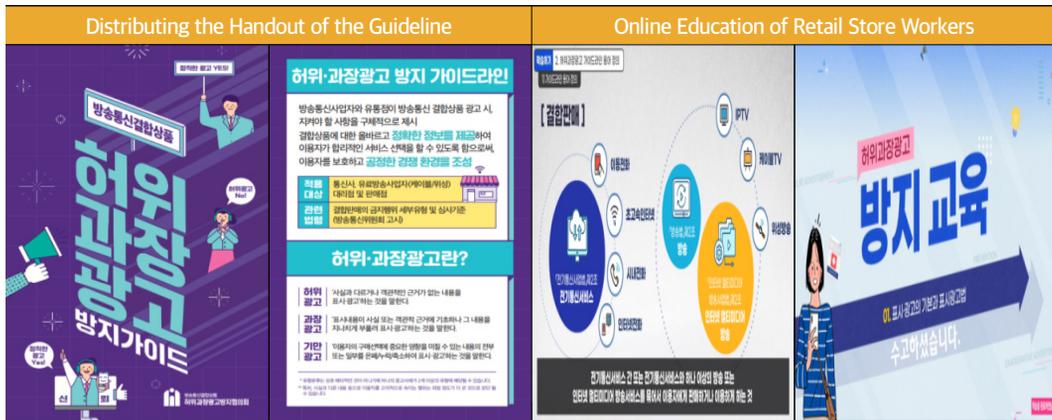
- ① (False Advertisement) Indicating or advertising information different from the fact or without objective basis
    - (Violation) "Give away of KRW 1.5 mil. TV" -- Advertising on the price of giveaway that is false
    - ⇒ (Alternative) Indicate a reasonable price of the product with specific basis (based on OOO website, etc.), such as "Give away of 40 in. TV (manufacturer) approx. KRW 400,000"
  
  - ② (Exaggerated Advertisement) Indicating or advertising information based on fact or objective basis, but the substance is overly excessive
    - (Violation) Indicating only the total discount amount, without classifying the contract term, quantity, combination discounts, etc., such as "Discount of up to KRW 1.36 mil."
    - ⇒ (Alternative) Indicate with specific information, such as "Total discount of KRW 1.36 mil. when combining Internet, TV and mobile phone (3 lines), with a 3 year contract (KRW 680,000 for the contract discount, KRW 680,000 for combination discount)"
  
  - ③ (Deceptive Advertisement) Indicating or advertising by concealing, omitting or downsizing important information
    - (Violation) When advertising as "providing 50 in. TV" without indicating that the user is required to make contribution when provided with the giveaway
    - ⇒ (Alternative) Indicate as "(manufacturer) 50in. LED TV provided (customer contribution of KRW 150,000)"
- 

12) Result of Education for Retail Outlet Workers: 3,334 application for the class, 2,627 completed the course (Completion Rate of 78.8%)

[Figure III-49] Guideline to Prohibit False, Exaggerated or Deceptive Advertisements Related to Broadcasting and Communications Combined Sales

<div style="border: 1px solid green; padding: 5px; text-align: center; margin-bottom: 10px;"> <b>방송통신 결합판매 관련 허위·과장·기만광고 금지를 위한 가이드라인</b> </div> <p><b>I. 목적</b></p> <ul style="list-style-type: none"> <li>이 가이드라인은 방송통신 결합판매와 관련하여 「결합판매의 금지 행위 세부유형 및 심사기준(고시)」에서 정한 '허위·과장·기만하는 광고'에 해당될 수 있는 행위를 과거 위반사례 등을 참고하여 구체적인 사례로 제시하는 한편</li> <li>- 이용자가 합리적으로 결합판매 상품을 선택할 수 있도록 방송통신사업자 등이 광고 시 표시해야 할 내용을 제시한다.</li> </ul> <p><b>II. 적용 대상 및 범위</b></p> <ul style="list-style-type: none"> <li><b>(적용 대상)</b> 「전기통신사업법」 제2조에 따른 전기통신사업자, 「방송법」 제2조에 따른 종합유선방송사업자·위성방송사업자, 「인터넷 멀티미디어 방송사업법」 제2조에 따른 인터넷 멀티미디어 방송 제공사업자(대리점과 판매점을 포함한다. 이하 "사업자 등"이라 한다)를 대상으로 한다.</li> <li><b>(적용 범위)</b> 「결합판매의 금지행위 세부유형 및 심사기준」 제3조에서 금지하고 있는 '결합상품의 주요내용에 대해 부당하게 허위·과장·기만하는 광고를 하여 이용자의 가임을 유도하는 행위'에 대하여 적용한다.</li> </ul>	<p><b>III. 용어의 정의</b></p> <p>이 가이드라인에서 사용하는 용어의 정의는 다음과 같다. 그 밖에 이 가이드라인에서 정하지 않은 용어의 경우에는 「전기통신사업법」 등 관련 법규에서 정한 바에 따른다.</p> <ul style="list-style-type: none"> <li>"결합판매"란 「전기통신사업법」 제2조에 따른 전기통신서비스, 「방송법」 제2조에 따른 방송, 「인터넷 멀티미디어 방송사업법」 제2조에 따른 인터넷 멀티미디어 방송 중 전기통신서비스 간 또는 전기통신서비스와 하나 이상의 방송 또는 인터넷 멀티미디어 방송서비스를 묶어서 이용자에게 판매하거나 이용하게 하는 것을 말한다.</li> <li>"광고"란 계약체결 이전 단계에서 방송·신문·간행물·인터넷 및 그 밖의 정보통신서비스, 사업장의 옥외광고물·게시물·선전물·설명서 등을 통해 상품의 내용, 각종 할인 등 거래조건, 그 밖의 거래에 관한 사항을 이용자(이용하려는 자를 포함한다)에게 알리거나 제시하는 일체의 행위를 말한다.</li> <li>"중요한 이용조건"이란 결합상품의 유형(인터넷·방송, 인터넷·방송·이동전화 등), 결합 시 개별서비스의 회선 수·요금제·약정기간, 본인부담금, 제휴카드 이용 실적, 경품 위약금, 현물 경품의 사양 및 규격 등 이용자의 구매선택에 영향을 미칠 수 있는 사항을 말한다.</li> </ul> <p><b>IV. 허위·과장·기만광고 유형별 위반사례</b></p>
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[Figure III-50] Distributing the Handout of the Guideline for False and Exaggerated Advertisements and Online Education of Retail Store Workers



## 2) 100% Reduction of the Refund of the Amount Discounted of the Users Residing in Collective Buildings with Exclusive Contract from Apr. 2022

The loss and inconvenience of the users who had to bear the refund of the amount discounted when they move to a collective building, such as officetel, studio or knowledge industry center, with an exclusive contract for broadcasting and communications services and are forced to terminate the existing contract are relieved from now on.

[Table III-47] Example of a Major Complaint

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Mr. A, who is moving to an officetel requested to transfer the internet service and paid TV of XXX business, but the officetel has an exclusive contract with YYY business, and the transfer was not possible. So, Mr. A requested for cancellation for the inability to transfer the account, but XXX business requested 50% refund of the amount discounted based on the terms and conditions. So, Mr. A filed a complaint for having to make the refund of the amount discounted even when he was not at fault.

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The Commission prepared a plan to improve the system to create an environment of fair competition as related to the exclusive contracts of collective buildings and implementing an amendment of the relevant laws.

To relieve the inconveniences of the users as related to broadcasting and communications service contract provided to the collective buildings, the Commission is implementing a system of reducing 50% of the refund of the discounted amount by the existing business and the exclusive business to reduce 50% from the service fees when a user is terminating the existing broadcasting and communications service because he/she is moving to a collective building with an exclusive contract, starting from Aug. 1, 2019.

However, in order to receive this benefit, the subscription must be under the name of the user him/herself, but most of the collective buildings already have a group contract with a specific business by the managing party\*, so most of the users were unable to receive the benefit of this system improvement. Therefore, there were requests for the additional improvement of the system.

\* Building owner, manager, property management contractor, rental business operator or businesses, groups or individuals delegated with the housing management duties

As such, the Commission has established a research group\* to improve the collective building system since Apr. 2021, and held an in-depth discussion on major issues, such as relieving of the burden of returning the amount discounted of the user, establishing new types of prohibited acts that restrict the selection right of the user, etc.

\* Composed of the Commission, MSICT, external experts (policy, law, consumer), communications and broadcasting businesses (telecommunications business, CATV, satellite TV business) and relevant associations (KAIT, KTOA, KCTA), etc.

First, the refund of discounted amount for the broadcasting and communications service incurring from moving to a collective building will be fully reduced, and the refund amount will be mutually settled between the previous business and the exclusive business.

For this, 18 businesses are conducting technology tests, etc. since the end of last year, and an agreement on mutual settlement of the reduction on the refund of the amount discounted of users pursuant to the exclusive contract of a collective building will be executed on Jan. 20, 2022.

By Mar. 2022, the businesses will amend the terms and conditions, prepare the work procedure and inspect the mutual settlement between the businesses, and will be implemented from Apr. 1, 2022.

[Table III-48] Details on the Reduction of User's Refund of Amount Discounted

Items	Details
Person Subjected to Reduction	Users terminating the existing service contract mid-term by moving to a collective building with an exclusive contract
Reduction Period	Apply to requests for transfer installation after Apr. 1, 2022
Subject of the Reduction	Refund of the discounted amount for the term contract, refund of the discounted amount for service combinations, refund of the discounted amount for equipment rental ※ Cancellation charge for affiliated services, such as security, CCTV, etc., and giveaway penalties are excluded
How to Apply	Apply to the existing business within 14 days after requesting cancellation, along with the documents to submit
Documents to Submit	Consent on use and provision to a third party of personal information, lease contract (Registered copy of the resident registration with the new address)

Also, to resolve the basic issue of restricting the autonomous selection of broadcasting and communications service of the user in the collective building, a new type of prohibited act is established in the Enforcement Decree of the Telecommunications Business Act, and implementing an amendment to the notice to provide clearly detailed terms.

Prohibited acts are: forcing the residents to use a specific service by having executed a multiple-line contract between the telecommunications business and the managing entity; and the act of restricting a business of another business so only a specific business can provide the service. Provided, lodging business, such as hotels, resorts, motels, student accommodations, etc. will be excluded from the regulation.

The Commission will implement the amended Enforcement Decree of the Telecommunications Business Act during the first half of the year, and will strive to effectively implement this plan to improve the system by continuously discuss the draft amendment of the terms and conditions with the business operators and protective measures for the existing multiple-line users.

## e. Legislation of Fair Competition in the App Market

### 1) Implementation of the Telecommunications Business Act Prohibiting the Compulsory In-App Payment

The Telecommunications Business Act that prohibits app market businesses from forcing certain type of payment method became effective from Sep. 14, 2021.

[Table III-49] Description of the Implementation of Telecommunications Business Act

- Article 22-9(1): Mandatory for the app market businesses to prevent user damage and protect the rights and interests
- Article 22-9(2): Provides a basis to conduct the status survey on operation of the app market
- Article 45-2(1)(6): Includes disputes related to use fee payment and refund as subject of the telecommunications dispute resolution
- Article 50(1)(9)-(11): Includes new prohibited acts of the app market business operator, such as forcing a certain type of payment, delaying or deleting evaluation, etc.  
※ Article 22-9(1) and (2) will be implemented from the day 6 months has elapsed

### III. Broadcasting and Communications Policy Outcomes in 2021

As this law prohibiting forced an in-app payment is the first of this kind in the world, the Commission will implement the following to realize its purpose and intent.

First, the lower statutes necessary to execute the matters delegated by the Act and the execution of the new prohibited actions will be aligned quickly for the implementation of the law. The enforcement decree necessary to implement the obligations of preventing the damage of the users and protecting their rights and interest imposed on the app market business operators and to conduct the survey of the app market operations will be prepared, and will enact the guideline on the imposition of penalty surcharges for the new violations and the standards to evaluate the violations of prohibited acts, etc.

Second, establish a status inspection plan for the entire app market ecosystem, including monitoring the policy changes of the app market businesses, expand the subject of inspection in line with the new prohibited acts and specify the substance of the inspection, etc., and the plan on changing to the fact-finding investigation after reviewing the factual survey immediately upon becoming aware of or reported on the specific violations of the app market business.

Third, a support system has been established with the system alignment group and inspection survey group, composed of experts from academic, legal and research and technology-related institutions, since Sep. 2021 to align the lower statutes and for the status inspection of the app market operations. Especially, the inspection survey group will be used as a window of receiving opinions from stakeholders, such as app market businesses, app developers, creators, etc., and the opinions collected will be reflected in the system alignment, as well. Also, opinions will be widely collected during each stage of implementation, and major issues and the discussion progress will be disclosed to the public.

Moreover, we will induce the major app market business, such as Google and Apple, etc. to comply with the law so as to not damage the intent of amending the law, and we will exert efforts to improve the acceptance of the amended law.

First, we will have domestic and overseas app market businesses to submit a detailed improvement plan and schedule, etc. to comply with the law, will plan to place to hear the difficulties of app developers, etc., and will seek the necessary means, along with the industry, academic and users, etc., to avoid any side effects, such as delaying the policy change or changing the business model to preserve profits, etc.

The Commission emphasized that, in order for the law to be implemented, it is necessary for app market business, who are big tech companies, must have the volition to comply with the law by implementing autonomous improvement measures, etc., and that the implementation of the law is a starting point for a fair app market ecosystem, and the interest and participation, and a role as an observer, of all members of the ecosystem, including platform and content businesses, creators and users, etc., are necessary.

By strictly applying the lower statutes prepared to prevent the acts to bypass the regulation, such as unreasonable fees, access restriction on payments outside the app, etc. we will strongly respond to illegal actions, and the lower statutes, such as the enforcement decree and notice, etc. will become effective from Mar. 15, 2022.

[Figure III-51] Promotion of In-App Purchase (Change Photo)

<p>Implementation of the Act on Prevention of Coercive In-App Purchases (Sep. 14, 2021)</p>	<p>Follow-up Measures to the Act on Prohibition of Coercive In-App Purchases (Oct. 17, 2021)</p>
<p>Request to Re-Submit the Action Plan (Oct. 25, 2021)</p>	<p>Provide Enactment/Amendment Proposal for the Enforcement Decree and the Standard Specifications (Nov. 17, 2021)</p>

[Figure III-52] Media Coverage on Passing of the In-App Purchase Prevention Act

<p>Dailian (Aug. 31), Law passed</p>	<p>Yonhap News (Sep. 2) VIP Words</p>	<p>Digital Daily (Sep. 1) Praise from Overseas</p>
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## Chapter 4 | Establishing a User-Centered Digital Embracing Society

### 1. One-Stop Resolution of the People's Inconveniences

#### a. Improving the Effectiveness of the Telecommunications Dispute Resolution

##### 1) Stable Establishment and Operation of the Telecommunications Dispute Resolution Center

The Telecommunications Dispute Resolution Center of the Commission is a window of telecommunications dispute resolution counseling and report, and it serves as the closest point of contact for damage relief of the people. The counseling center is operating even prior to the telecommunications dispute resolution stage to provide user convenience and to strive for a smooth conflict resolution.

[Table III-50] Members of the 2<sup>nd</sup> Telecommunications Dispute Resolution Committee

Classification	Current Position	Name
Chairman	Attorney at Law Firm Dongsuh Yangjae	Kim Kijoong
Members	Attorney at Shin & Kim LLC	Kang Sinwook
	Attorney at Law Firm Class	Kwak Jeongmin
	Attorney at Law Firm Moon Moo	Kim Sujin
	Attorney at Barun Law	Na Hwangyeong
	Attorney at Kim & Chang	Nam Hangyeol
	Attorney at Gangnam LLC	Shin Kyeonghee
	Attorney at Jeongse Law	Jin Wontae
	Attorney at Jipyong LLC	Choi Jeonggyu
	Team Leader at Civil Culture Movement Division, Seoul YMCA	Han Seokhyeon

[Figure III-53] Main Activities of the 2<sup>nd</sup> Telecommunications Dispute Resolution Committee



After the launching (Jun.) of the 2<sup>nd</sup> Telecommunications Dispute Resolution Committee<sup>13)</sup>, the work was implemented through video-conferencing, and all 10 members participated in the meeting to continue the discussions to resolve people's inconveniences.

[Table III-51] Examples of Case Processing

Items	<Case 1>	<Case 2>
Details	Found Mr A, a beneficiary of the basic living allowance, who was MIA after requesting telecommunications dispute resolution, and resolve the debt of KRW 4.6 million	Mr. B is a victim of stolen identity and was able to make the correction with an active administration
Circumstances	Mr. A is a beneficiary of basic living allowance and subscribed to an excessive telecommunications service pursuant to a suggestion by the mobile retail agency, without having sufficient knowledge on the telecommunications service contract	Mr. B was imposed with multi-million won mobile phone bill, due to stolen identity, but the telecommunications company did not acknowledge the fact of stolen identity. The bill collection agency continued to pressure Mr. B to pay the bill.
Action	Mr. A was not reachable and whether Mr. A accepted the proposed resolution, and it could have been concluded as non-acceptance, but reached an agreement of the party	The committee and the responsible government official confirmed, by thoroughly reviewing the terms of use, that when an agent, not Mr. B himself, opened a mobile phone account, official seal of the person or a power of attorney with a signature must be submitted.
Effect	The respondent first did not want to accept the proposed resolution of the committee, but resolved to exempt all liabilities of Mr. A under the contract. * The applicant thanked the committee employee who personally brought the proposed resolution acceptance letter to the applicant.	When the telecommunications company refuses to negotiate, Mr. B must endure the damage from the dispute entirely on his own, but as the progress was frequently notified to Mr. B and verified the implementation of the agreed matters even after the completion of the dispute resolution, Mr. B's impression was improved as a system that is considerate and respectful.

## 2) Starting of the Telecommunications Dispute Resolution Support System

The Commission established the 'Telecommunications Dispute Resolution Support System' from Sep. to Dec. 2020 to improve the people's convenient access and provision of sufficient information when requesting a dispute resolution, and the service began in Jan. 2021.

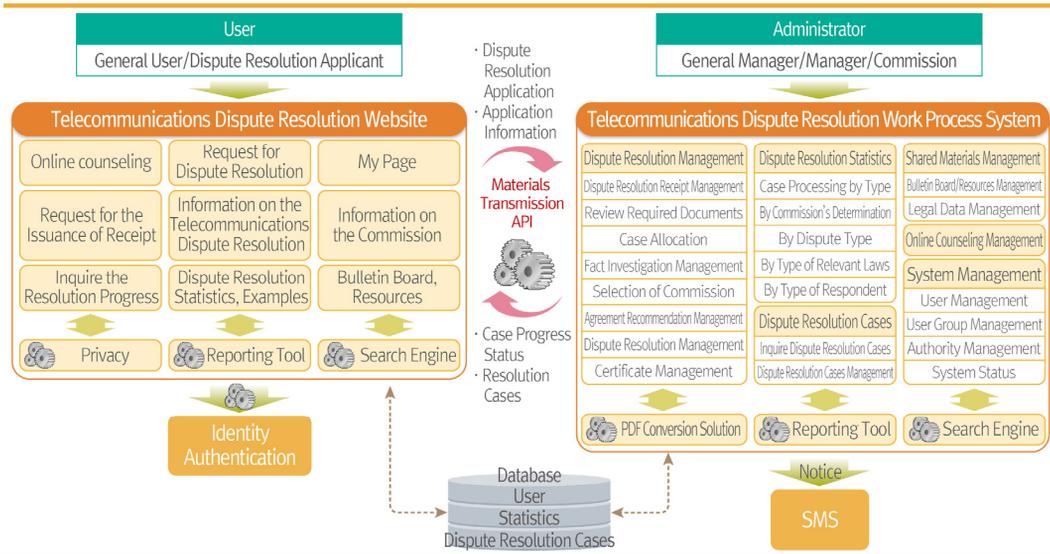
The Telecommunications Dispute Resolution Support System provides a one-stop processing of dispute resolution, from counseling, case acceptance, fact verification, deliberation and resolution, and provides a traffic light system (green light ●, yellow light ●, red light ●) to help applicants and respondents easily check the progress, and also provides a text message notification service. The system stability period is managed from Jan. to Apr. 2021 after starting the Telecommunications Dispute Resolution Support System to making improvements on any inconveniences experienced by the users (applicants and respondents) of the system and made the necessary improvements proactively.

13) The term for the Committee members is two years from Jun.12, 2021 to Jun. 11, 2023.

[Figure III-54] Telecommunications Dispute Resolution Support System



[Figure III-55] Target Diagram of Telecommunications Dispute Resolution Support System

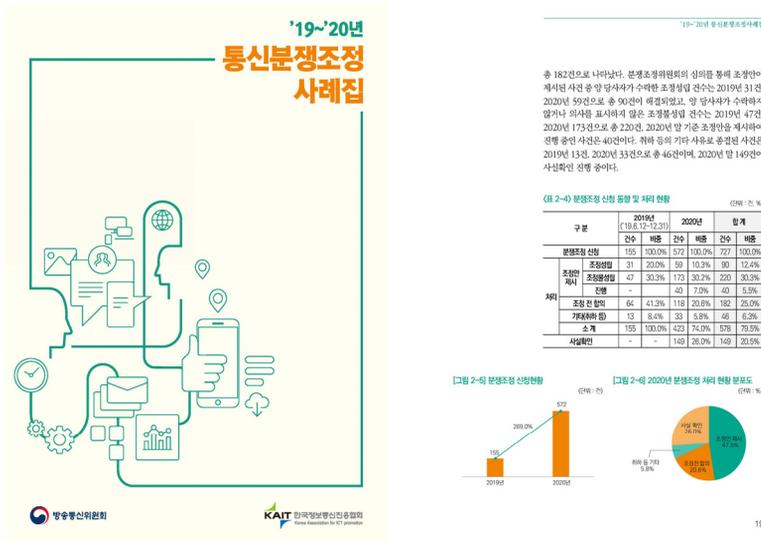


3) Publication of a Casebook on the Telecommunications Dispute Resolution

The Commission published and distributed (posted on the website of the Committee and on the Telecommunications Dispute Resolution Support System, etc.) a casebook on the telecommunications dispute resolution that includes 80 major cases among the cases received and processed from Jun. 2019 to Dec. 2020, that can be useful to the users.

It provides resolution cases that include indemnification, providing telecommunications service different from the terms of use, process of execution, use and termination of telecommunication service use contract, quality of telecommunications service, dispute related to not providing notice on important terms, etc., and also provides dispute resolution application status by type, region and business operator and classify as telecommunications dispute resolution system information, etc.

[Figure III-56] A Casebook on the Telecommunications Dispute Resolution



#### 4) Presentation of Telecommunication Business Operators' Response to the Telecommunications Dispute Resolution

The Telecommunications Dispute Resolution Committee received 727 dispute resolution application from Jun. 2019 to the end of Dec. 2020, and resolved 53%, 2385 cases.

For the wireless communications service, KT had the most dispute resolution application, with 184 cases (38.4%), and KT also had the largest number of application per 100,000 subscriber, with 1.1 case. For the wired communications service, KT had the most, with 97 cases (39.1%), but LGU+ had the largest number per 100,000 subscribers, with 1.4 cases.

[Table III-52] Telecommunications Dispute Resolution Application Status

Classification	Wireless Communications Service					Wired Communications Service*				
	No. of Applications		No. of Subscribers		Application per 100,000 Subscriber	No. of Applications		No. of Subscribers		Application per 100,000 Subscriber
	No. of Case	Ratio (%)	Subscriber (10,000)	Share (%)		No. of Case	Ratio (%)	Subscriber (10,000)	Share (%)	
KT	184	38.4	1,739	24.7	1.1	97	39.1	1,956	55.6	0.5
LGU+	119	24.9	1,475	20.9	0.8	68	27.4	501	14.2	1.4
SKT	139	29.0	2,926	41.5	0.5	15	6.0	314	8.9	0.5
SKB	-	-	-	-	-	52	21.0	532	15.1	1.0
Others	37	7.7	911	12.9	0.4	16	6.5	215	6.1	0.7
Total	479	100.0	7,051	100.0	0.7	248	100.0	3,518	100.0	0.7

※ Source) Wired/Wireless Communications Service Subscriber Status, MSICT, (as of end of Dec. 2020) / \* Wired Communications Subscriber: Broadband and local telephone subscriber

### III. Broadcasting and Communications Policy Outcomes in 2021

Major dispute types are service quality related had the highest ratio for wireless communications service, with 170 cases (23.4%), and contract execution and termination related had the highest ratio for the wired communications service, with 127 cases (17.5%).

The business operator with the highest ratio of dispute resolution was LGU+ (58.0%) for wireless communication service, followed by KT (39.7%) and SKT (31.7%), and for wired communications service, it was in the order of SKT (73.3%), SK Broadband (73.1%), KT (68%) and LGU+(63.2%). LGU+(22.7%) had the highest acceptance rate of resolutions proposed by the Dispute Resolution Committee for the wireless communications service, followed by KT (13.6%) and SKT (8.0%), and for the wired communications service, it was in the order of SK Broadband (32.7%), LGU+ (23.5%), KT(21.6%) and SKT(20.0%).

[Table III-53] Processing Status of the Communications Dispute Resolution

(Unit: Case/ %)

Classification	Wireless Communications Service						Wired Communications Service					
	Application	Resolved				Unresolved Not Accepting the Resolution	Application	Resolved				Unresolved Not Accepting the Resolution
		Agreement Prior to Resolution	Accepting the Proposed Resolution	Others such as Withdrawal	Sub-Total			Agreement Prior to Resolution	Accepting the Proposed Resolution	Others such as Withdrawal	Sub-Total	
KT	184	42(22.8)	25(13.6)	6(3.3)	73(39.7)	111(60.3)	97	36(37.1)	21(21.6)	9(9.3)	66(68.0)	31(32.0)
LGU+	119	35(29.4)	27(22.7)	7(5.9)	69(58.0)	50(42.0)	68	24(35.3)	16(23.5)	3(4.4)	43(63.2)	25(36.8)
SKT	139	26(18.7)	11(8.0)	7(5.0)	44(31.7)	95(68.3)	15	3(20.0)	3(20.0)	5(33.3)	11(73.3)	4(26.7)
SKB	-	-	-	-	-	-	52	18(34.6)	17(32.7)	3(5.8)	38(73.1)	14(26.9)
Others	37	17(46.0)	7(18.9)	3(8.1)	27(73.0)	10(27.0)	16	12(75.0)	1(6.25)	1(6.25)	14(87.5)	2(12.5)
Total	479	120(25.1)	70(14.6)	23(4.8)	213(44.5)	266(55.5)	248	93(37.5)	58(23.4)	21(8.5)	172(69.4)	76(30.6)

This status analysis is classified into wireless communications and wired communications services by the area of the communications service market, and all 22 communications business operators subjected to one or more dispute resolution as a respondent was subject of the analysis. The proposed resolution acceptance rate and rate of agreement prior to the resolution, etc. were calculated based on the number of dispute applications per each company.

The data on the status of the communication business operators' response to telecommunications dispute resolution is disclosed to the public to fully inform the people on the business operators' response attitude and efforts exerted for the dispute resolution, etc. and for the business operators to actively resolve any inconveniences related to communications, in celebrating the 2<sup>nd</sup> anniversary of the telecommunications dispute resolution system.

By using the case processing results of the Telecommunications Dispute Resolution Support System that started in Jan. 2021, the Committee plans to develop more diverse evaluation indicators in 2022 and publicly announce the evaluation results, etc. each year on a regular basis.

In 2021, we prepared indicators and evaluation criteria that can assess the response to the resolution, such as the degree of verifying and responding to the factual relationship by the business operators (quickness), average processing period and the rate of compliance with the legal deadline (within 60 days), personnel exclusively for the dispute resolution, rate of agreement prior to the resolution, rate of acceptance or non-acceptance of the proposed resolution, etc.

### 5) The Telecommunications Dispute Resolution Committee Resolved 75.4% of the Telecommunications Dispute in 2021

The Committee released the result of processing the telecommunications dispute resolution in 2021 by the Telecommunications Dispute Resolution Committee. During this year, a total of 1,135 telecommunications dispute resolution applications were received, and 951 applications were processed, of which 75.4% (717 cases) were resolved through an agreement or acceptance, etc.

A total of 1,135 telecommunications dispute resolution applications were received during Jan. ~ Dec. 2021, with 808 (71%) cases in the wireless area and 327 (29%) cases in the wired area. KT had the most number of applications, in both wireless and wired areas, and as for the number of applications per 100,000 subscribers, it was in the order of KT, LGU+, SKT for the wireless area, and it was in the order of LGU+, SKB, KT and SKT, for the wired area.

[Table III-54] 2021 Telecommunications Dispute Resolution Application Status

(Unit: Case / %)

Classification	No. of Cases (A+B)	Wireless Communications Service					Wired Communications Service*				
		No. of Applications		No. of Subscribers		Application / 100,000 Subscribers (Case)	No. of Applications		No. of Subscribers		Application / 100,000 Subscribers (Case)
		No. of Case (A)	Ratio (%)	Subscriber (10,000)	Share (%)		No. of Case (B)	Ratio (%)	Subscriber (10,000)	Share (%)	
KT	476	363	44.9	1,754	24.3	2.1	113	34.6	1,941	55.1	0.6
LGU+	252	152	18.8	1,502	20.8	1.0	100	30.6	520	14.8	1.9
SKT	212	193	23.9	2,961	41.0	0.7	19	5.8	322	9.1	0.6
SKB	64	-	-	-	-	-	64	19.6	524	14.9	1.2
Others	131	100	12.4	999	13.8	1.0	31	9.4	215	6.1	1.4
Total	1,135	808	100.0	7,215	100.0	1.1	327	100.0	3,522	100.0	0.9

※ Wired/Wireless Communications Service Subscriber Status, MSICT, (as of end of Oct. 2021) / \*Broadband and local telephone subscriber

KT had the most number of dispute resolution applications for both the wired and wireless areas, and as for the number of applications per 100,000 subscribers, it was in the order of KT (2.1), LGU+ (1.0), SKT (0.7) for wireless area, and in the order of LGU+ (1.9), SKB (1.2), KT (0.6) and SKT (0.6) for wired area.

By type of dispute, contract related (41.6%) had the largest share, followed by not providing information on important terms (33.5%), service quality related (19.2%) and others (5.7%), and most of the resolution application requested indemnification and a reduction of charge.

### III. Broadcasting and Communications Policy Outcomes in 2021

[Table III-55] No. of Cases and Ratio by Dispute Type

Type	No. of Cases	Share
Use Contract Related	472	41.6%
Explanation and Notice on Important Terms	380	33.5%
Service Quality	218	19.2%
Others	65	5.7%
Total	1,135	100.0%

LGU+ (77.8%) had the highest ratio of dispute resolution for wireless businesses, followed by KT (70.0%) and SKT (66.7%), and for wired business, it was in the order of LGU+ (88.0%), KT (80.2%), SKB (78.9%), SKT (75.0%).

[Table III-56] Processing Status of the Communications Dispute Resolution for 2021

(Unit: Case / %)

Classification	No. of Cases (A+B)	Wireless Communications Service							Wired Communications Service						
		Application (A)	Resolved				Unresolved	In Progress	Applicant (B)	Resolved				Unresolved	In Progress
			Agreement Prior to Resolution①	Accepting Resolution②	Others' Such as Withdrawal③	Sub-Total				Agreement Prior to Resolution①	Accepting Resolution②	Others' Such as Withdrawal③	Sub-Total		
KT	476	363	105 (34.2)	50 (16.3)	60 (19.5)	215 (70.0)	92 (30.0)	56	113	41 (42.7)	20 (20.8)	16 (16.7)	77 (80.2)	19 (19.8)	17
LGU+	252	152	48 (35.6)	21 (15.5)	36 (26.7)	105 (77.8)	30 (22.2)	17	100	48 (52.2)	14 (15.2)	19 (20.6)	81 (88.0)	11 (12.0)	8
SKT	212	193	14 (9.3)	20 (13.4)	66 (44.0)	100 (66.7)	50 (33.3)	43	19	5 (31.3)	2 (12.4)	5 (31.3)	12 (75.0)	4 (25.0)	3
SKB	64	-	-	-	-	-	-	-	64	18 (34.6)	7 (13.5)	16 (30.8)	41 (78.9)	11 (21.1)	12
Others	131	100	21 (26.9)	14 (18.0)	29 (37.2)	64 (82.1)	14 (17.9)	22	31	15 (60.0)	1 (4.0)	6 (24.0)	22 (88.0)	3 (12.0)	6
Total	1,135	808	188 (28.0)	105 (15.7)	191 (28.5)	484 (72.2)	186 (27.8)	138	327	127 (45.2)	44 (15.6)	62 (22.1)	233 (82.9)	48 (17.1)	46

※ Calculate the ratio of the processing status with the number of total applications minus the cases in progress as the denominator

※ Basis of the number of resolved cases: agreement prior to resolution①+accepting resolution②+others, such as the withdrawal③

① Agreement prior to the resolution: ends with an agreement between the parties (applicant and respondent) prior to being submitted to the resolution meeting of the dispute resolution committee

② Accepting resolution: ends by accepting the resolution proposed by the committee

③ Others, such as the withdrawal: end of the resolution procedure due to lawsuit, withdrawal of application, application rejection, repeated application, etc.

KT (16.3%) had the highest rate of accepting the resolution in the wireless area, followed by LGU+(15.5%) and SKT(13.4%), and for the wired area, it was in the order of KT(20.8%), LGU+(15.2%), SKB(13.5%), and SKT(12.4%).

On the other hand, the dispute resolution application related to 5G increased from 137 cases in 2020 to 227 cases in 2021, but the rate of not accepting the resolution decreased by 19%p, from 91% in 2020 to 72% in 2021.

[Table III-57] 5G Processing Status

Classification	2019		2020		2021	
① Resolution Application	5		137		227	
② Fact Verification	-		-		72	
③ Processing	5		137		155	
③-① Agreement prior to resolution	2		6		23	
③-② Resolution Presented	Accept	-	Accept	12 (9%)	Accept	21 (23%)
	Not Accept	1 (100%)	Not Accept	116 (91%)	Not Accept	66 (72%)
	In Progress	-	In Progress	-	In Progress	5 (5%)
	Sub Total	1 (100%)	Sub Total	128 (100%)	Sub Total	92 (100%)
③-③ Withdrawal and others	2		3		40	

## b. Strengthening the Convenience of Terminal Users

### 1) A Strong Terminal Device Distribution Market and Improving User Discrimination

The Commission imposed (2014~2021) a total penalty surcharge of KRW 142 billion (31 cases) against the three major mobile communications business operators and administrative fines of KRW 1.249 million (730 cases) to retailers for violating the Mobile Device Distribution Improvement Act, including unfair discriminatory subsidy payments and leading a person to misunderstand the discounted service charges as a subsidy, etc. and reverted to the state.

[Table III-58] Statement of the Aggregated Penalty Surcharges and Administrative Fines by Year

Classification	2014	2015	2016	2017	2018	2019	2020	2021	Total	
Target	Mobile Operator	3 Mobile Operators (3)	3 Mobile Operators (7)	LGU+ (2)	3 Mobile Operators (3)	3 Mobile Operators (9)	3 Mobile Operators (4)	3 Mobile Operators (3)	KT (1)	3 Mobile Operators (32)
	Retailer	36	97	159	44	228	35	125	-	724
	Employee	-	2	3	-	-	-	-	-	5
No. of Cases	39	106	164	47	237	39	128	1	760	
Amount	2,459,500,000	31,773,000,000	2,098,000,000	2,174,000,000	50,929,700,000	2,956,400,000	51,472,400,000	164,990,000	144,028,000,000	

On Apr. 14, 2021, the Commission imposed a penalty surcharge of KRW 164,990,000 and order to improve the work processing procedure against KT for violating the Telecommunications Act for delaying the service start from 1~6 days

### III. Broadcasting and Communications Policy Outcomes in 2021

to 19,465 users (26.7%), without justifiable reason, while attracting 72,840 subscribers during the advanced reservation period of the newly releasing device, Galaxy Note 20 (Aug. 7~Aug. 13, 2020).

Also, the Commission held a meeting on Dec. 29, 2021 to impose a penalty surcharge of KRW 3.79 billion (SKT 1.49 bil., KT 1.14 bil., LGU+ 1.16 bil.) for violating the Mobile Devices Act by providing preferential benefits to foreigner retailers, and imposed a total administrative fine of KRW 46.8 mil. to 13 related retailers, as well as a corrective order to establish a system for a transparent incentives program between the authorized dealers and retailers for a strong market.

Moreover, an administrative fine was imposed on 28 reported distributors and Coupang for violating the Mobile Devices Act on Dec. 22, 2021, and the incentives system for reporting illegal acts managed autonomously by the three major mobile carriers was suspended in November. Also, comments have been made that illegal sales in online, etc. are increasing, so it was resolved to block illegal actions in a timely manner with more efficient administrative processing, such as establishing a system to investigate at all times for repeated reports, etc. and the written resolution of administrative fines, etc.

#### 2) YouTube Promotion and Proactive Guidance Activities to Prevent Damages in Advance

The information that the people are curious about in contracting for and using the mobile communications services were made into six video contents (mobile phone application form, bill, penalty, mobile phone frauds, benefits of the discounted service charges and damage relief procedure) and uploaded to platforms, including YouTube.

The videos received large viewing and positive comments, and conducted user-friendly promotional activities.

[Figure III-57] YouTube Promotion and Video Production

<p>Easy Subscription Application (Feb. 25) 16,000 Hits</p> 	<p>Explaining the Bill (Mar. 26) 8,400 Hits</p> 	<p>Penalty Structure (Jun. 5) 16,000 Hits</p> 
<p>Preventing Fraud in Mobile Phone Sales - Illegal Subsidies (Oct. 1) 17,000 Hits</p>	<p>Preventing Fraud in Mobile Phone Sales - Free Phone (Oct. 8) 14,000 Hits</p>	<p>Preventing Fraud in Mobile Phone Sales - Used Phone (Oct. 15) 8,755 Hits</p>
		

Also, in preparation for the overheating of the market from the release of a new flagship mobile phone, an inspection group of advanced reservations and opening period inspection group, and induced market stability by conducting guidance activities at collective stores and retailers.

### 3) Improving the Mobile Device Distribution Act

The 54<sup>th</sup> State Council Meeting on Dec. 14, 2021 resolved the partially amended bill to the Mobile Devices Distribution Improvement Act to increase the upper limit of the additional subsidy of the retail stores.

Currently, retail stores can pay an additional subsidy to the users within 15% of the publicly announced subsidy, and this fails to satisfy the users and some retail stores provide more illegal subsidies. It has been pointed out that the additional subsidy should be increased to a reasonable level.

The partially amended bill to the Mobile Devices Distribution Improvement Act that was resolved at this State Council Meeting raised the upper limit of the additional subsidy from 15% to 30% so the burden on the businesses would be minimum, but at the same, the people can actually recognize the benefits. Once the law is amended, the subsidy competition will be vitalized and the user benefits will increase as much of the illegal subsidy will be legalized

## c. Improving the User Inconveniences System

### 1) Imposition of a Penalty Surcharge of KRW 2.26 billion against KT for levying unfair cancellation charges

The Commission held a meeting on Dec. 29, 2021 and imposed a penalty surcharge of KRW 2.257 bil. against KT for levying cancellation charges, without justifiable grounds, to broadband and IPTV subscribers and for not informing them of the important terms at the time of subscription.

The Commission confirmed during the process of inspecting the unfair discrimination of users while providing giveaways for combined products last year, that KT imposed an excessive penalty to subscribers, without a basis in the terms of use while managing a contract renewal system without reporting the terms of use, and did not inform the user on important terms, including the description of the giveaway, etc., and therefore, determined to have seriously infringed on the interest of the user and conducted a fact-finding investigation first.

The result of the fact-finding investigation revealed that KT introduced a contract renewal system since Jan. 1, 2019 but did not report the important conditions on usage, such as discounted service charges, contract duration, penalties, etc., in the terms of use when selling the service, and imposed approx. KRW 1.06 bil. as the penalty to the contract renewal subscribers that are not imposed under the terms of use.

Moreover, the discounted contract renewal subscribers were not informed on important terms, such as the additional discounted amount is considered a giveaway, and that the entire additional discounted amount will be imposed as a penalty if the subscription is canceled within one year.

However, KT became aware of not reporting the terms of use and imposing unfair penalties, etc. and from Nov. 5, 2020, the sale of the concerned contract renewal was suspended, the change terms of use was reported and part of the penalties unfairly imposed were refunded to the users.

### III. Broadcasting and Communications Policy Outcomes in 2021

The Commission determined that KT's imposition of penalty without justifiable grounds and not providing a notice on important terms are a serious act of infringing on the interest of the users, and therefore imposed penalty surcharges, as well as a corrective order to improve the work process procedure to protect the users when releasing new products or changing the important terms of use.

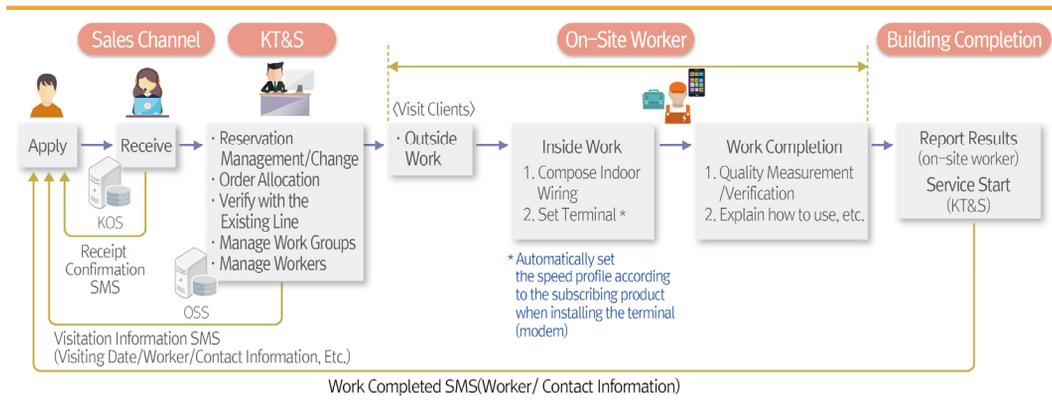
As can be seen from the recent issue of the suspension of the communications service by KT, the Commission requested for the telecommunications businesses to take proactive measures to protect the users as communications services influence the people's lives greatly, and the Commission will continue to pay attention so as to protect the interests of the users.

#### 2) Strengthening the User Protection Measures Related to Broadband Internet Speed

Based on the result of the status inspection and investigation to confirm the reduced quality of KT's 10 GIGA internet occurring in Apr. 2021, the Commission and the MSICT finalized the corrective measures to improve the system and for the violations of the prohibited acts and announced the results on Jul. 21.

The status inspection was conducted with all subscribers (9,125 people, as of the end of Mar. 2021) of 10 GIGA Internet (max. speed of 2.5, 5, 10 GIGA) and some of the GIGA-type product subscribers (new subscribers in Jan. ~ Mar. 2021) for the four communications business operators (KT, SKB, SKT (SKB resale), LGU+) pursuant to issues raised by YouTubers, national assembly and press coverage, etc. that KT provides 10 GIGA internet service by lowering the speed.

[Figure III-58] Broadband Service Installation Process



Inspection was conducted on the overall matters, including fact-finding on the reduced 10-GIGA Internet speed, membership subscription related to the broadband internet service speed, starting service, system management, compensation procedure and standards and customer management, etc., and came up with the matters to improve and violations on prohibited acts.

The inspection result and the matters for improvement/corrective action are: first, strengthened the notice for the users to be provided with accurate information on the speed when subscribing to broadband internet services, including 10-GIGA Internet, etc., and to improve the work processing procedure.

There were cases of where the users may misunderstand the speed of the service because 2.5-GIGA and 5-GIGA services were also indicated as a 10-GIGA product, etc. so the product name that may be misunderstood by the users on the speed needed to be changed, and the product advertisements with factors<sup>14)</sup> that can actually effect the speed will be notified and informed to the user clearly.

Second, the system that guarantees the minimum speed is included in the main contents of the terms of use attached to the subscription application, but most of the users are unaware of this fact, so the guarantee of the minimum speed will be included in the main content of the subscription application and will be notified and signed by the user. The information will be also provided via text message after starting the service.

Third, when a user applies to subscribe for the internet, subscription cannot be processed by the communication company's computer system if the product cannot be used at the address of the user, but there could be a problem if the DB (coverage information, etc.) is not updated and synchronized on the field, so the coverage area information will be synchronized with the on-site workers, etc.

Sanctions were imposed for prohibited actions related to beginning the broadband internet and as a corrective measure for failing to measure the speed and starting service without satisfying the minimum speed guarantee. There were several cases where the internet speed was not measured when beginning the service, or failed to satisfy the minimum guarantee speed.

[Table III-59] Status on Unmeasured Speed or Not Satisfying the Minimum Guaranteed Speed by Internet Service

(Unit: Line)

Classification	Total Surveyed No.	Starting Service Without Measuring the Speed or Satisfying the Minimum Guaranteed Speed				
		10 Giga	1 Giga	500 Mega	Total	Ratio (%)
KT	210,715	1,964	13,173	9,084	24,221	11.5
SKB	46,646	3	6*	60	69	0.1
SKT	48,177	4	14*	68	86	0.2
LGU+	119,868	1	224	1,176	1,401	1.1
Total	425,406	1,972	13,417	10,388	25,777	6.0

\* Telecommunications company provided 2.5 GIGA until the outside area of the subscriber, but the user's product is 1 GIGA

From the perspective of the users, measuring the speed at the time of starting the service and providing notice are important elements that effects the user's contract, as there are differences in speed and price by each product, and for the communications businesses to start the service without notifying these important factors of not measuring the speed and/or failing to satisfy the minimum guaranteed speed is a violation of a prohibited act. Moreover, under the terms of use, if there are technical difficulties in providing the service, a contract must be deferred and must be processed after providing a notification, but the companies did not implement these procedures and executed the contract, which is also a violation of a prohibited act. As such, a penalty surcharge of KRW 192 mil. and a corrective action was imposed against KT, and only correction actions were imposed against SKB, SKT, and LGU+.

14) (Example) The actual speed may be different depending on the individual installation environment, PC specification, etc.

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Also, the broadband internet service can clearly verify whether the product that the user is subscribing to be provided correctly only after the starting of such a service is completed, and therefore, the start of the service procedure will be improved to measure the speed indoor and provide notice of this, and the start of the service information (result of the speed measurement, etc.) will be provided via text message, rather than e-mail.

Violations and corrective actions related to operating the broadband internet system are as follows. The case of YouTuber, 'ItSeop' shows that KT manages the start of the service management system in a manual method, in case of the 10-giga internet service, and as such, there were cases of slower speed due to the setting error (24 people, 35 lines). KT provided a lower speed than the contracted speed, without a separate notice (explanation) or consent, to the users due to negligent management and this is the violation of a prohibited act of restricting the use of telecommunications service without justifiable grounds. Therefore, a penalty surcharge of KRW 308 million was imposed.

Moreover, speed reduction due to an error in the set value of the system, as seen above, can be verified and managed in advance by the business operator, and therefore, the system will be improved so that even when the user does not separately measure the speed, the communications company will monitor daily and will automatically reduce the service charge upon discovering the problem.

In terms of improving the system related to compensation for failing to satisfy the minimum guaranteed speed, the user can be compensated when not satisfying the minimum guaranteed speed pursuant to the terms of use, but in case of the 10-GIGA internet products, the minimum guaranteed speed itself is lower, so the standard for the compensation was raised by increasing the minimum guaranteed speed. Also, the system was improved so that the users can use the speed measuring and compensation procedures more conveniently.

Details are as follows: first, the minimum guaranteed speed for the 10-GIGA internet products are approx. 30% of the maximum speed, so the guaranteed speed will be raised to 50% of the maximum speed, the same as the 1-GIGA or lower products.

[Table III-60] Minimum Guaranteed Speed (for downloading)

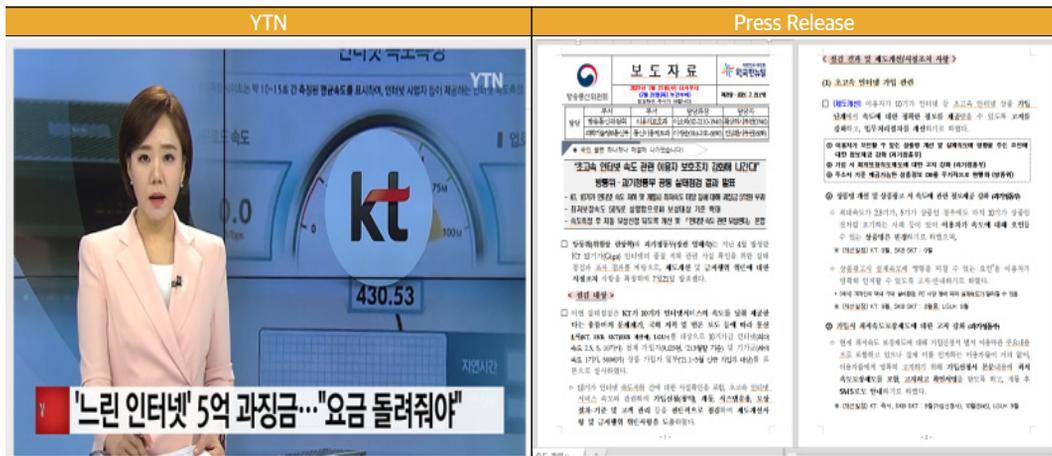
Classification	Max. 2.5 Giga Products	Max. 5 Giga Product	Max. 10 Giga Product
Current	1 Gbps	1.5 Gbps	3 Gbps
Improved	1.25 Gbps	2.5 Gbps	5 Gbps

Second, the inspection result showed that the users must apply for compensation, separately, when the speed measures by the user falls below the minimum guaranteed speed to receive a service charge reduction for that day for KT, LGU+ and SKT, but the users of SKB received the service charge reduction automatically, without having to apply separately for compensation. Therefore, the systems of KT, LGU+ and SKT will be improved so the service charge reduction will apply automatically, without having to apply separately for compensation when the speed falls short of the minimum.

Also, the users need to use the telecommunication company's speed measuring server website to measure the speed, but the website needed to be searched within the webpage of the telecommunications company (KT, LGU+) or enter the address of the website separately (SKB). This was an inconvenience for the users, and therefore, each telecommunications company will added a banner on their webpages to improve the access.

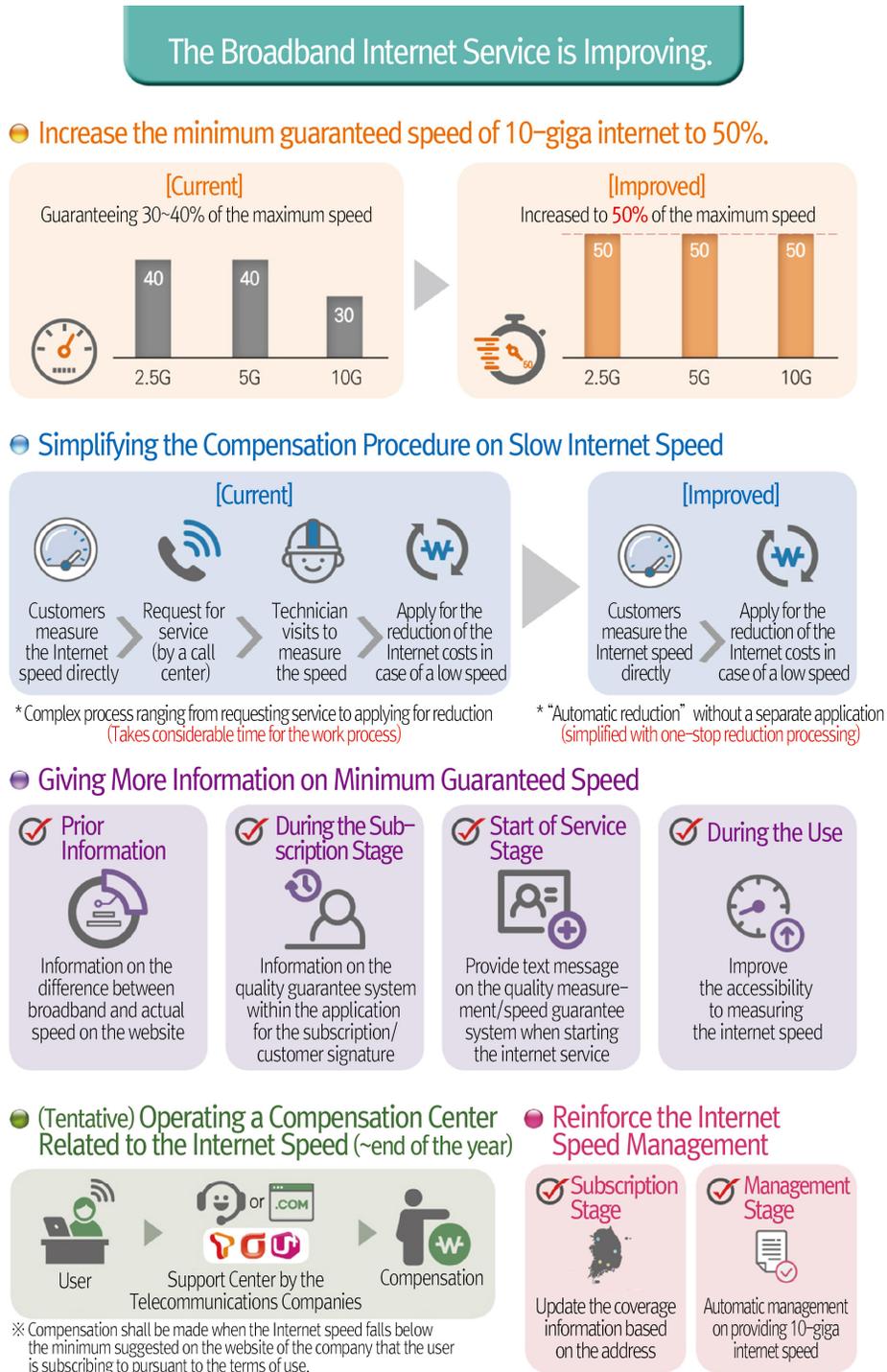
Third, a corrective action was imposed against each of the telecommunications companies to operate a compensation center related to the internet speed until the end of the year, so that they proactively support user compensation, including individual verification on subscribers starting a service without measuring the speed at the start of the service or failing to meet the minimum guaranteed speed, and matters related to damage compensation, etc.

[Figure III-59] Broadcasting on the Imposition of Penalty Surcharges and Corrective Actions Against Mobile Communications Companies with Lowered Internet Speed



The Commission and the MSICT will conduct a close inspection on the corrective measures on improving the system and violations of the prohibited acts to be implemented properly and will work closely with the relevant agencies.

[Figure III-60] Improving the Broadband Internet Service System



### 3) Implementing the Plans to Prevent the Wrongful Use of Communications Services, such as Voice Phishing, Smishing, etc., in the Non-Face-to-Face Era

Along with the concern for the spread of voice phishing and smishing, etc., and as part of the follow-up action plan to the comprehensive plan to eradicate voice phishing presented in Jun. 2020, the Commission, MSICT and the National Police Agency requested the users to be cautious during the holiday season, and will strengthen the systematic and technical responses to prevent the wrongful use of the communications services, such as a burner phone, etc.

#### [Table III-61] Examples of the Recent Reports of Voice Phishing and Smishing

[Web Sent] · Apply for Economic Support for COVID-19 nat\*.tg\*e.chat  
 [SNS Sent] · Add Friend to Verify the Refund Amount from the Year-End Tax Return  
 [Web Sent] · Check the delivery time of your parcel tinyurl.com/y6mdplgt  
 [Others] · Requesting personal information, such as parent's ID, etc., from an unknown telephone number because your phone is broken

\* Examples are continuously being updated through www.boho.or.kr operated by KISA

#### [Table III-62] Examples of Warning Texts

- ◆ Be careful of phishing/smishing frauds!
  - When you are asked to access an unknown web address or malicious app, pretending to be loan consultation, COVID-19 emergency funds, year-end tax return or parcel delivery, etc., please do not click on the link and report to KISA(☎118) immediately.
  - When you are suspicious whether the person is a family or acquaintance, please use a corded telephone or another person's phone to contact the concerned family member or acquaintance for verification.
  - When being requested for money by pretending to be a government agency, prosecutor's office, FSS or bank employee, etc., hang up and report to the police (☎112) or the FSS (☎1332) immediately.

Recently there have been cases of asking to access unknown internet addresses (URL) or install a malicious app. by pretending to be the payment of COVID-19 emergency funds, loan counseling, refund from the year-end tax return, verification of parcel delivery, etc., or pretending to be a family member or an acquaintance who is unable to use his/her own phone (due to breakdown, etc.) and asking for personal information, etc. So, with the cooperation of the three major communications business operators, warning and caution text messages have been sent to the people, giving examples of the relevant cases, asking to be careful not to click on the link and to make reports immediately.

Moreover, there are more cases of asking people needing money, such as unemployed, students, people with disabilities or elderly, to purchase a mobile phone or USIM and start a service to be used for crimes, such as small amount payment fraud or voice phishing, etc., so from February, along with the communications business operators, we are alerting through the retail network (dealers and retail outlets) and providing information of the fact that the people who lends their name can also be penalized through using posters and bills, etc.

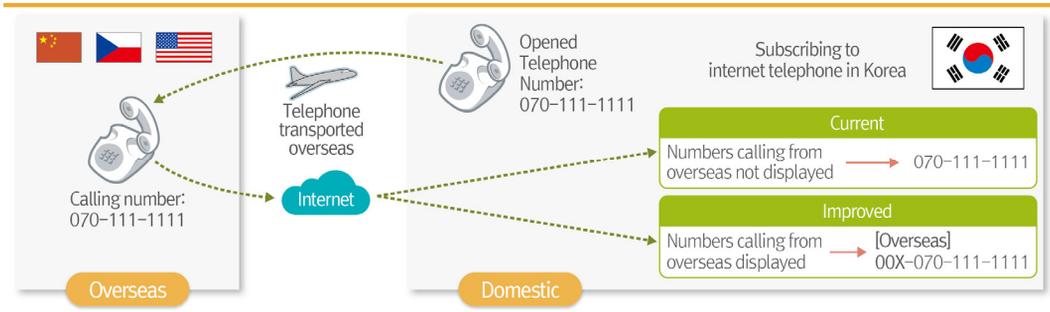
If you visit the identity theft verification website (www.msafet.or.kr) managed by the Korea Association for ICT Promotion (KAIT), you can easily check to see if your identity has been stolen.

[Figure III-61] Information to Prevent Identity Theft in Mobile Phone and Website to Check for Identity Theft

Information on Preventing Identity Theft	Website to Check for Identity Theft		
	<p><b>명의도용방지서비스</b></p> <p>이동계약 사실을 본인 명의의 문자 메시지로 즉시 통보하는 대국민 무료 서비스</p> <p>서비스 바로가기 &gt;</p>	<p><b>가입사실현황조회 서비스</b></p> <p>이동전화, 무선인터넷, 인터넷전화의 가입현황을 실시간으로 열람</p> <p>서비스 바로가기 &gt;</p>	<p><b>가입제한 서비스</b></p> <p>통신사 점검 방문없이 온라인상으로 이동전화 신규가입 사전 차단</p> <p>서비스 바로가기 &gt;</p>

Additionally, there was an analysis that the mobile phones of foreigners who left the country or closed corporations are being used by criminals for voice phishing, etc., so from Feb., the telephone will be suspended after a fixed period of time has elapsed since a foreigner leaves the country or a company closes down after providing a prior notice, in collaboration with the Ministry of Justice and the National Tax Services. Also, there are cases of abusing the fact that the internet telephone service opened within Korea is assigned with a Korean phone number, and when taken outside the country, the overseas caller ID is not shown. Therefore, by improving the system of each business operator, the internet telephone opened in Korea will be shown with the overseas caller ID when used outside the country.

[Figure III-62] Process of Showing 'Overseas Caller ID' for Internet Telephones Opened in Korea



Moreover, from 2021, as part of a social issue solving the R&D project, technologies that forecasts voice phishing in advance or detecting fake voices (recorded or synthesized) using the AI technology (development of technology that prevents voice phishing based on voice and text deep-learning technologies) will be developed and applied to strengthen our efforts to respond proactively to the ever advancing voice phishing crimes.

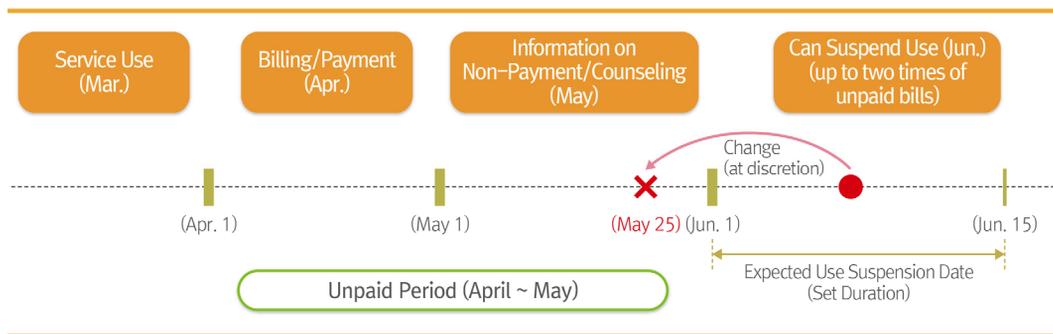
The government emphasized that the key to a successful transformation into a digital Korea is trust, and the voice phishing and smishing, etc. damages this trust. Therefore, we will strive to eradicate these early and for the trusting non-face-to-face society to be firmly established by improving the users' awareness, improving the system and implementing technological responses from the initial stage of communications.

#### 4) Improving the Method of Managing Unpaid Telecommunications Service Charges

The Commission held a meeting on Jun. 9, 2021 and resolved to impose KRW 624 mil. in penalty surcharges against LGU+ for violating the Telecommunications Business Act during the process of managing the unpaid telecommunications service charges, along with a corrective order to improve the work processing procedure.

According to the result of the Commission's investigation, LGU+ changed the service suspension date of 16,835 people during the 1 month of unpaid service charges during the investigation period (the most recent 5 years, Jan. 1, 2016~Jun. 30, 2020) when according to the terms of use, if the unpaid amount is less than KRW 77,000, the suspension of service (suspending originating call) can be implemented after two months of non-payment.

[Figure III-63] Changing the Service Suspension Date Arbitrarily (Example)



Mirae Credit Information Service Corp. and MG Credit Information Service Co., Ltd., outsourced on the duties of informing and counseling on non-payment from LGU+, changed the use suspension date to an unspecified date (between the 8<sup>th</sup> to last day of the month when the information on non-payment was provided) during the first month of non-payment (the month in which the information on non-payment was provided), before two unpaid bills, in the process of finalizing the service suspension date after providing information to and counseling the non-paying subscriber.

Also, when taking measures to suspend the service against a non-paying subscriber, a notice must be provided seven days prior to the service suspension date, that includes the service suspension date and duration, etc., under the terms of use, but this notice was not provided to 73,269<sup>15)</sup> subscribers imposed with service suspension during the first month of non-payment.

The Commission determined that changing the service suspension date of the non-paying subscribers arbitrarily and not notifying of the service suspension date in advance is an act of providing the telecommunications services different from the terms of use and applicable under the violation of Article 50(1)(5) of the Telecommunications Business Act,<sup>16)</sup>

15) Service suspension imposed on 16,835 subscribers with an overdue amount less than KRW 77,000, and 56,434 subscribers with an overdue amount of more than KRW 77,000 (Under the terms of use, the overdue amount of more than KRW77,000 can be suspended of the service during the 1<sup>st</sup> month of non-payment)

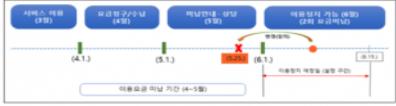
16) Article 50(1)(5) of the Telecommunications Business Act: Providing telecommunications services in a manner different from the terms and conditions of use (limited to the terms and conditions of use reported under Article 28(1)), or in a manner which substantially undermines telecommunications users' interests

### III. Broadcasting and Communications Policy Outcomes in 2021

and imposed a penalty surcharge of KRW 624 mil. and a corrective order against LGU+.

The Commission emphasized the need to strengthen the management of the outsourcing contractors to clearly manage and inform of the service suspension date according to the non-payment related work procedures stipulated by the terms of use in case of the non-payment of the telecommunications service charges, and need to exert proactive efforts to prevent similar cases from occurring.

[Figure III-64] News Report on Corrective Action and Penalty Surcharge Imposition for the Illegal Collection of the Delay Penalty of Telecommunications Service Charges

Yonhap News	Seoul Finance
<p><b>방통위, 전기통신사업법 위반 처벌</b></p>  <p>서울 용산구 영지(8)유플러스, 서울, 연합뉴스</p> <p>엘지(LG)유플러스가 통신요금 미납자의 서비스 이용정지 날짜를 임의로 변경하고, 이를 고객에게 사전에 고지하지 않아 6억원의 과징금을 내게 됐다.</p> <p>방통통신위원회는 9일 전체회의를 열어 통신요금 미납관리 과정에서 전기통신사업법을 위반한 엘지유플러스에 6억2400만원의 과징금 부과하고 시정명령을 하기로 의결했다.</p> <p>방통위의 조사 결과를 보면, 엘지유플러스의 이용약관은 통신요금 미납액이 7만7천원 미만</p>	<p><b>서울파이낸스</b> 방통위, 요금 미납자 이용정지 앞당긴 LGU+에 과징금 6억원 부과</p> <p><b>방통위, 요금 미납자 이용정지 앞당긴 LGU+에 과징금 6억원 부과</b></p> <p>이호정 기자   h@seoulfinance.com   © 승인 2021.06.09 15:23   댓글 0</p> <p>[서울파이낸스 이호정 기자] 방통통신위원회는 9일 전체회의를 열어 통신요금 미납 관리 과정에서 이용약관과 다르게 통신서비스를 제공해 전기통신사업법상 금지행위를 위반한 LG유플러스에 6억2400만원의 과징금을 부과하고, 업무처리절차 개선 등 시정명령을 의결했다.</p> <p>방통위 조사 결과에 따르면, LGU유플러스는 2016년부터 지난해 6월까지 이용약관 상 미납액이 7만7000원 미만이면 미납2개월 이후부터 이용을 정지해야 함에도 미납 1개월만에 전체 1만6835명의 이용정지일을 임의 변경해 정지한 것으로 나타났다.</p>  <p>※ 이용정지는 미납 2개월(1일부터) 가능하나, 미납 1개월(5월 25일)에 이용정지함</p>

#### 5) Implementing Amendments to the Telecommunications Business Act, Such as Setting the Payment Limit and Strengthening the Protection of Minors, Etc.

The Commission, along with the Congressman Han Junho, is implementing an amendment to the Telecommunications Business Act to prevent the damages of the users of the internet personal broadcasting platform.

Last year, an elementary student paid approx. KRW 130 mil. to an internet personal broadcasting platform BJ (host), without the parents' consent and this became a social issue. Monetary damages incurred by the users due to excessive purchases are continuing.

In the meantime, the Commission had prepared a guideline related to the purchase of sponsor items for internet private broadcasting (Jan. 1, 2019) and recommended the businesses to comply with the guideline autonomously, but it has been pointed out that this lacks effectiveness.

As such, the Commission is promoting to improve the system to impose obligations to the internet private broadcasting platform, including (1) setting an upper limit for payments, (2) strengthen the protection of minors, (3) operate a user protection window, and (4) prevent illegal transaction, etc. to strengthen the rights and interests of the users of the internet private broadcasting platform.

First, internet private broadcasting platforms, currently are value-added telecommunications business operators, will be newly classified as a "special value-added telecommunications business operator" (mandatory report) and imposes the obligation to set an upper limit for payments and to prevent illegal transactions to bypass the upper limit

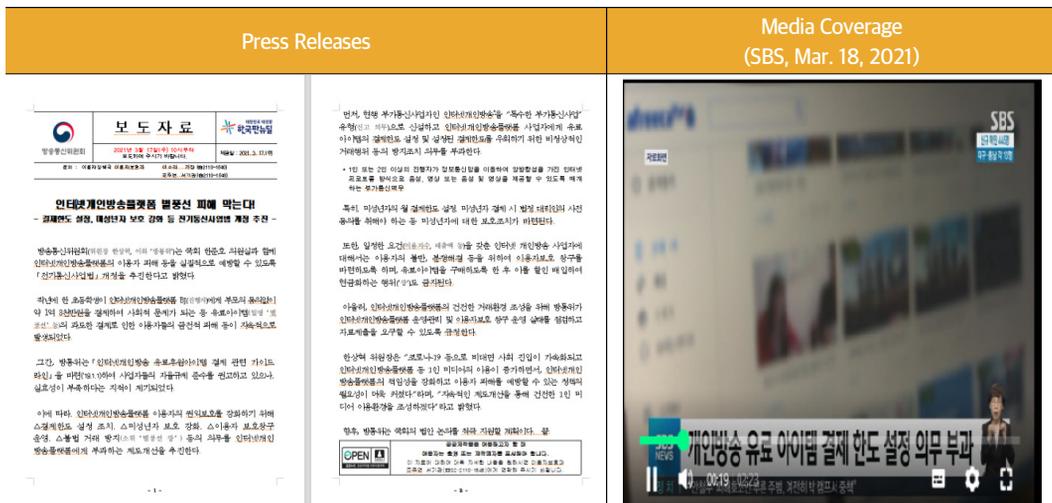
for payments.

Additionally, measures to protect minors, such as setting a monthly payment limit, obtaining a prior consent of legal guardians when a minor is making a purchase, etc. will be established. Also, the internet private broadcasting platform with certain conditions (number of users, revenue, etc.) are required to establish a window to protect the users for user complaints and dispute resolution, etc., and the act of buying items at a discounted amount to turn it into cash is prohibited.

Moreover, to create a healthy transaction environment of the internet private broadcasting platform, the Commission may inspect the operation and management of the internet private broadcasting platform and operating status of the window for user protection, and may request to submit the relevant materials.

The Commission stated that the need for a policy that can strengthen the responsibility of internet private broadcasting and prevent the user damages, as the entry into a non-face-to-face society is accelerating and the use of one-person media, such as the internet private broadcasting platform, is increasing, and will create a healthy one-person media environment through the continuous improvement of the system.

[Figure III-65] Promoting Amendments to the Telecommunications Business Act, Including Setting the Payment Limit and Strengthening the Protection of Minors, Etc.



### 6) Promoting Terms and Conditions Improvement to Enlarge the Option for the Mobile Telecommunications Services Users

Automatically changing the mobile telephone plan that the user is unaware of will disappear in the future. The Commission is implementing to amend the terms of use to enlarge the obligation to provide notice to the users when the plan automatically changes due to the arrival of a certain age or the end of the contract period, etc., and to strengthen the options for the users.

[Table III-63] Examples of Major Complaints

[Complaints]

Mr. A noticed a different service charge amount when checking his child's mobile phone bill, and inquired with the mobile carrier. The company informed Mr. A that until now his child used a plan for under 12 years of age, but now the child is over the age of 12 and automatically changed to an adolescent plan. Mr. A asserted that he was not notified of the change, but the company stated that the information was texted prior to the automatic change of the plan.

[Example of Improvement]

Mr. A and his child are provided with information on the automatic change of the plan, through a method selected by Mr. A and his child, and select the new plan to change.

Currently, the three major mobile telecommunications businesses notify the users of a change in the plan at the time of the change for certain types of plans (children, adolescents, military serviceperson, etc.) or before or after the end of the contract period, according to its own standards, without a clear obligation stipulated in the terms of use.

However, there are complaints, continuously raised, that the users are changed with a new plan, without becoming aware of this notice, and was charged with the service charge different than expected. So, there is a need to improve the system for user convenience, such as clearly stipulating the (1) notice method, (2) number of notices to be provided and (3) subject of the notice, etc.

[Figure III-66] Simple Subscription Procedure for KT Upon the End of the Contract Period (Example)

<p style="text-align: center;">① Initial Screen</p>	<p style="text-align: center;">② Identity Authentication (PASS or Mobile Phone)</p> <p>이용 중이신 통신사를 선택하세요.</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> </div> <div style="text-align: center;"> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;"> </div> <div style="text-align: center;"> </div> </div> <p><input type="checkbox"/> 본인확인을 하기 위한 필수사항에 전체동의합니다.</p> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <span><input type="checkbox"/> 개인정보이름</span> <span><input type="checkbox"/> 고유식별정보처리</span> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <span><input type="checkbox"/> 서비스이용약관</span> <span><input type="checkbox"/> 통신사이용약관</span> </div> <p style="text-align: center; margin-top: 10px;">시작하기</p>						
<p style="text-align: center;">③ Mandatory Notice</p> <p>아래 항목에 대해 꼭 확인해주세요.</p> <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>요금할인 관련 필수 확인 사항</b> <span style="float: right;">내용 확인</span></p> <ul style="list-style-type: none"> <li>• 요금할인이 제공되는 요금제 이용 고객은 약정기간 동안 요금할인을 제공 받으며, 약정기간내 해지 및 할인 프로그램 가입이 불가능한 요금제로 변경 시 할인만큼 발생시킬 수 없습니다.</li> <li>• 약정기간은 종료에 변경 불가하며, 정지기간 중에는 요금할인이 제공되지 않고 정지기간에 포함됩니다.</li> <li>• 월 중 가입, 약정만료, 약정해지, 요금상용 변경, 일시/이동 정지, 명의변경 시 요금할인은 일할 계산됩니다.</li> <li>• 요금할인이 없는 요금제 이용 고객은 할인만큼 발생하지 않으며, 요금변경 전까지 동일한 금액으로 이용할 수 있습니다.</li> </ul> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p><b>요금할인(선택약정) 관련 필수 확인 사항</b> <span style="float: right;">내용 확인</span></p> <ul style="list-style-type: none"> <li>• 지원금을 지급 받은 이력이 없는 단말기 또는 서비스 개통 후 24개월 경과 단말기 가입 고객에 한하여 가입 가능하며, 단말 지원금과 중복 가입 불가합니다.</li> <li>• 약관에 명시된 요금할인(지원금) 가입 대상 요금제 외 요금제로는 가입이 불가합니다.</li> <li>• 요금제별 할인프로그램(SG/LTE형 요금할인 프로그램, 스마트폰사 프로그램, 골드형 요금할인 프로그램 등), 사용기간 선택 할인서비스 등 타 할인제도의 약정기간 또는 할인기간이 만료되지 않은 고객은 가입이 불가합니다.</li> <li>• 약정기간 내 해지 또는 할인 프로그램 가입이 불가능한 요금</li> </ul> </div>	<p style="text-align: center;">④ Select the Contract Period (12 or 24 Months)</p> <p>모바일   iPhone 6s 16GB(AIP6S-16RG)</p> <p><b>010-30**-*678</b></p> <p>임순*님이 사용중인 요금제는 "순 모두다올래 28(LTE)" 입니다.</p> <p><b>(재)약정기간 선택 (약정 적용일: 2021.01.04)</b></p> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;"> <p>12개월</p> <p><b>92,400원</b></p> </div> <div style="text-align: center;"> <p>24개월</p> <p><b>184,800원</b></p> </div> </div> <table style="width: 100%; margin-top: 10px;"> <tr> <td>월정액(A)</td> <td style="text-align: right;">30,800원</td> </tr> <tr> <td>지원금(A)</td> <td style="text-align: right;">7,700원</td> </tr> <tr> <td><b>월납부금(A)-(B)</b></td> <td style="text-align: right;"><b>23,100원</b></td> </tr> </table> <p>① 위에 표기된 금액은 부가세가 포함된 금액입니다.</p> <p style="text-align: center; margin-top: 10px; background-color: #00a651; color: white; padding: 5px;">요금할인(선택약정) 가입하기</p>	월정액(A)	30,800원	지원금(A)	7,700원	<b>월납부금(A)-(B)</b>	<b>23,100원</b>
월정액(A)	30,800원						
지원금(A)	7,700원						
<b>월납부금(A)-(B)</b>	<b>23,100원</b>						

Specifically, when using the children/adolescent plan, each business entity uses different methods to provide the notice, before or after the arrival of the certain age of 12 or 18, and automatically converts to the plan agreed to by the user at the time of subscription (typically a plan for the next age group); however, the users have difficulty remembering exactly what type of plan they designated and this restricts the option for the plan.

As such, the Commission included the additional notification method for the users to select from, e-mail as well as text message and the bill, and added an obligation to notify of the change in the plan for at least three times, prior to, on the day of and after the change to the terms of use. Moreover, the legal guardian of a minor will also be notified.

The users will be able to select a plan by considering his/her use pattern, new plans, etc. at the time of changing the plan. Moreover, a further discussion will be held on providing a link (URL) necessary to change the price plan via text message so the users can make the select easily.

In case of the military plan, each business operator provided notice, by its own standards once a certain condition is fulfilled, without an obligation to provide a clear notification under the terms of use, and automatically changed to the price plan agreed to at the initial stage of subscription (typically a general pricing plan for adults). An obligation for providing a clear notification will be newly reflected on the terms of use.

On the other hand, upon expiration of the contract period (typically 24 months), the fact that the contracted discount system is terminated pursuant to the terms of use and the contract automatically renews is notified to the users, but it is still not easy for the users to become aware of the change. Moreover, a notification is not provided to the legal guardians, in case of minors.

The Commission plans on including additional methods for providing notice, email, as well as a text message and the bill, etc. so the users can choose the method of being provided with the notice. Moreover, an obligation to give at least three notifications to the concerned person, prior to, on the day of and after the change and to notify the legal guardian, in case of a minor, will be added to the terms of use.

Also, the Commission developed a 'simple subscription procedure,' where the users can renew the contract by using the PASS app or mobile phone authentication, without a separate subscription, by improving the existing method (sending URL for contract renewal) through discussions with KT, so that the users can renew contracts easily from Sep. 2020.

#### [Table III-64] Examples of Major Complaints

##### [Complaints]

Mr. A did not realize his contracted discount period had terminated, and just recently learned that the discount was not applied for 1 year. The telecom company asserts that they are not responsible because they provided a text message on the end of the contract period, and Mr. A is requesting a refund for the service charges that were not discounted

##### [Example of an Improvement]

Mr. A is provided with information on the end of the contracted discount period and the procedure for renewal (URL) through a method that he had selected, prior to the end of the contracted discount period, and continues to receive the discount by opting to renew the contract.

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The Commission stated that it will continue to listen to the voices of the people on repeated complaints and making improvements, as mobile telecommunications service is an important service that is closely related to people's everyday lives. It will proactively make improvements on even the minor inconveniences.

[Figure III-67] Press Release and Media Coverage on Improving the Terms and Conditions to Expand User Options



## 2. Relieving the Media Welfare Disparities for the Vulnerable Group

### a. Strengthen Access to Broadcasting by the Vulnerable Class

#### 1) Starting to Establish a Comprehensive Plan on a Media Inclusion Policy for the Vulnerable Group

The Commission has established and presented a mid-to-long term comprehensive plan for a media inclusion of the vulnerable group, such as people with disabilities, etc., having difficulty accessing and using the broadcasting media from a rapid transformation into a non-face-to-face digital society.

As a follow-up to the 5<sup>th</sup> policy tasks and policy plan to promote the broadcasting market presented last month, the Commission promoted a plan for important tasks to “improve the media environment of the vulnerable group” as follows.

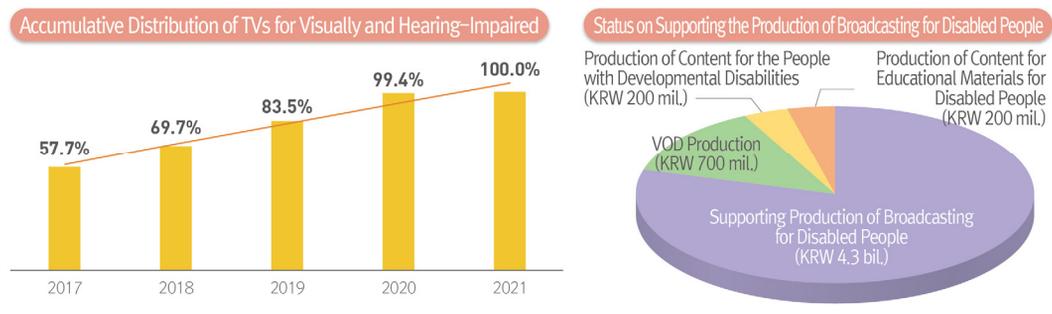
“A Mid-to-Long Term Comprehensive Plan on the Media Inclusion of the Vulnerable Group” was established for a multilateral policy support that fits the new changes in the media environment. The comprehensive plan considered the enactment of law and notices related to broadcasting for disabled people, means of introducing the quality service evaluation of broadcasting for disabled people, discovering new projects and improving people’s awareness, etc., and an in-depth review was conducted on expanding the scope of vulnerable group to include the elderly, etc. A research group was organized with the disabled people’s group, relevant institutions, academic experts, etc. from Mar. to Jul. and collected diverse opinions on the media inclusion of the vulnerable group.

TV customized with special functions (changing the location of the subtitle, adjusting the subtitle size, adjusting the

gender of voice, separating/enlarging sign language screen, etc.) for the visually and hearing impaired people, were distributed to people with socio-economic difficulties (15,000 TV/year, KRW 3.8 bil.).

As part of the support for the broadcasting for disabled people, projects, such as ▲supporting production of the broadcasting companies (KRW 4.3 bil., 131 mandatory broadcasting businesses, such as terrestrial, general service, news PP, SO, etc.), ▲VOD services (KRW 700 mil.) and ▲ production of contents for the people with developmental disabilities and educational materials for disabled people (KRW 600 mil.), were implemented.

[Figure III-68] Accumulative Distribution of TV for Visually and Hearing-Impaired and Status on Supporting the Production of Broadcasting for Disabled People



To provide convenience in watching broadcasts for the visually and hearing impaired people, the following supports were provided: ▲development of voice-subtitle-sign language automatic conversion system using AI technology\* and test service (KRW 150 mil.), ▲smart sign language service that can adjust/delete the size and location of the Korean sign language screen (9 companies, KRW 650 mil.) and ▲developing set top box of paid TV with the specialized function on compatibility with broadcasting for disabled people (KRW 250 mil.), etc.

[Figure III-69] Plan to Develop a System for Voice Recognition, Automatic Subtitle and Sign Language Broadcasting (Tentative)



\* (2019~2020) Voice-Subtitle Conversion → (2021~2022) Subtitle - Sign Language Conversion → (2023~) Systems Sophistication

### III. Broadcasting and Communications Policy Outcomes in 2021

Having conducted promotions and campaigns to raise the awareness of the people, the Commission provided opportunities for participation through the publication of a white paper on broadcasting for disabled people, hosting of an international conference for domestic and international academic exchanges and barrier free broadcast contents contest, etc.

We are at a point for supporting the vulnerable group beyond a simple support, and requiring an alignment of the overall system on media access and the use of the vulnerable group, and the Commission will strive to continue its efforts in implementing various projects for the visually and hearing impaired and improve the system so the people actually experience its effects.

[Figure III-70] Major Tasks Implementation Schedule for 2021



[Figure III-71] Production Flow Chart for Broadcasting for Disabled People



[Figure III-72] TV Distributed for Visually and Hearing Impaired People



[Figure III-73] Broadcasting for Disabled People Service Support Project for the Hearing Impaired People

## 청각장애인을 위한 장애인방송 서비스 지원 사업

**스마트 수어방송 서비스**

**개요**

TV수신기에서 수어 화면을 제거하거나 위치·크기 조정이 가능한 스마트 수어 방송 서비스를 통해 청각장애인의 방송접근권 확대 및 일반시청자의 방송시청 편의 제고

※ 기존의 작은 수어 화면으로 인한 청각장애인의 수어 내용 이해도 저하 및 방송 화면을 가리는 불편 사항 해소

**스마트 수어방송 구성도**

**추진경과**

스마트 수어방송 기술개발('14년) → 실험방송('14~'15년) → 시범방송('16~'18년) → 본서비스 개시('19.7월)

※ 참여사업자 : 방송사업자(6개, KBS · MBC · SBS · JTBC · YTN · TV조선), 플랫폼사업자(3개, CJ헬로 · KTSkyLife · SKB)

**음성-자막 변환 시스템 개발**

**개요**

인공지능(AI) 및 음성인식 등 최신 정보통신기술(CT)을 적용한 자막·수어 방송 시스템을 개발·보급하여 청각장애인의 신규 미디어 접근권 확대

※ 기존 인터넷 미디어 자막·수어 서비스의 부재로 인해 발생하였던 청각장애인과 비장애인 간의 정보격차 해소  
※ 과기정통부 '복지미디어 기술개발('19~'21년)'과 상호협력 사업

**음성 자막·수어 변환 시스템 구성도**

**자극 앱 운영 절차**

- ① 스마트폰 미디어 재생 앱 실행
- ② 영상리스트 중 다운로드
- ③ 앱에서 영상내 음성을 추출하여 서버로 전송
- ④ 음성인식 결과 자막을 앱으로 제공
- ⑤ 미디어 재생 앱에서 자막과 영상을 동시에 표시

Broadcasting and Communications Policy Environment

Contents

Broadcasting and Communications Policy Environment

Status and Policy Objectives of the Korea Communications Commission

Broadcasting and Communications Policy Outcomes in 2021

Appendix

## 2) Receiving Applications for People Subjected to Receiving Free TV for the Visually and Hearing Impaired People

The Commission received an application for the free distribution of TV for the visually and hearing impaired people from May 24, to Jun. 18, 2021 for them to use the broadcasting service conveniently, and selected the recipients of the priority distribution by considering the income level (recipient of basic living subsidy, near-poverty class) and the seriousness of disability, etc., for the visually and hearing impaired people. The support amount was KRW 3.8 bil. and 15,000 TVs were distributed by the end of the year.

Since the project for distributing TVs to the visually and hearing impaired people is a part of digital inclusive innovation policies, the Commission has contributed to improving the broadcasting access of the vulnerable class by distributing TVs to the low-income class through executing an MOU with the 17 local governments. Also, the project was selected as a national agenda and achieved 100% of the accumulated distribution rate (100,655 based on the Ministry of Health and Welfare statistics for 2016).

The TV for the visually and hearing impaired people distributed in 2021 is a full HDTV 40 Smart TV, with a bluetooth function to allow for wireless earphones and hearing aids, and is provided with a remote control with braille buttons, as well as an additional remote control with voice recognition. Also, it provides improved accessibility including a function to separate the broadcasting screen and the subtitled/sign language enlarged screen, multiple volume output by equipment, etc.

The application for the TV for the visually and hearing impaired people was accepted at local community service centers and a webpage exclusive for the TV distribution ([tv.kcmf.or.kr](http://tv.kcmf.or.kr)).

[Figure III-74] Functions of the TV Distributed to Visually and Hearing Impaired People for Free in 2021



### 시·청각장애인 공통기능

#### 장애유형별 기능 ON/OFF

시각 및 청각장애 특화 기능  
일괄 On/Off 가능



#### 블루투스 기기 활용 가능

청각장애인을 위한 무선이어폰·보청기 활용과  
저시력 장애인을 위한 무선 키보드 활용 가능



#### 소리 다중 출력

TV 스피커와 블루투스 기기 간 별도 볼륨  
조정을 통해 장애유형 및 정도에 맞춘 활용 가능



### 시각장애인 편의 기능

#### TV 메뉴 음성 안내 및 조정

음성 성별(남·여), 음조, 속도 등 조정 및  
음성 안내 시 배경음 조정  
※ 음성인식 가능한 리모컨 제공



#### 화면 끄기 및 현재 시간 안내

불필요한 전력 소모를 막기 위한  
화면 끄기 기능 및 현재 시간 음성 안내



### 청각장애인 편의 기능

#### 방송화면·수어화면·자막 3분리 지원

방송화면과 자막, 수어확대 화면의  
3분리 지원 기능



#### 수어화면 AI 자동탐색 및 200%확대

AI를 활용한 수어화면 자동탐색 및  
최대 200% 확대 기능



[Figure III-75] Information Letter on the Free Distribution of TVs for Visually and Hearing Impaired People in 2021

# 2021 시청각장애인용 TV 무료 보급 안내문

☎ 문의 1688-4596    🌐 홈페이지 tv.kcmf.or.kr

📺 카카오톡 채널 친구 추가    시청각장애인용 TV



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🗨️  
신청안내

▷ 신청기간 : 2021. 5. 24.(월) ~ 6. 18.(금)

신청대상

- ① 기초생활수급 보건복지부 등록 시 · 청각장애인 또는 기초생활수급 국가보훈처 등록 눈 · 귀 상이등급자
- ② 차상위계층 보건복지부 등록 시 · 청각장애인 또는 차상위계층 국가보훈처 등록 눈 · 귀 상이등급자

※ 2015년 ~ 2020년도에 시청각장애인용 TV를 보급받은 분은 제외  
※ 소득, 장애정도, 연령 등 우선보급 적격기준에 따라 선정 후 보급

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📄  
신청방법

▷ 주민센터 신청 : 제출서류를 작성해 주소지 관할 주민센터에서 방문접수

▷ 홈페이지 신청 : 홈페이지(tv.kcmf.or.kr)에서 휴대폰 본인 인증 후 신청

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👂  
자세한 문의 방법

▷ 대표전화 : 1688-4596(근무시간 평일 09:00 ~ 18:00, 공휴일 및 휴일 휴무)

▷ 온라인 : 전용 홈페이지(tv.kcmf.or.kr) 질의게시판  
※ 재보급불가 대상자인 기보급자 조회 및 사업 안내 가능하며, 문의량이 많아 전화대기시간이 길어질 수 있습니다. 양해부탁드립니다.

▷ 자주하는 질문 : 카카오톡 '시청각장애인용 TV' 채널 친구추가

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❗  
유의사항

▷ 제출 서류 또는 필수사항이 기재 누락된 경우 접수가 불가합니다.

▷ 우선순위에 따라 선정하여 선정자에게만 보급하며, 3회 이상 통화 불가와 수령 보류 시, 선정이 취소될 수 있습니다.

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홈페이지 신청 바로가기



방송통신위원회



서울특별시



경기도



인천광역시



대전광역시



울산광역시



세종특별자치시

### 3) Development of Paid Broadcasting (IPTV) Function Specialized for Visually and Hearing Impaired People

The Commission is promoting a project that supports the development of a technology optimized for the use by disabled people with special functions (hearing impaired: changing the size, location, line spacing and color of subtitles; visually impaired: moving menu options, channel changes, volume changes, etc.) for the broadcasting for disabled people (closed captioning, descriptive video service, Korean sign language) on the set top box of paid broadcasting (IPTV).

Since 2020, a partner business was selected through a contest (KRW 250 mil./year) to improve the broadcast viewing environment of visually and hearing impaired people subscribing to paid broadcasting and supports the development of technology. KT was selected as the partner business in 2020, and in 2021 SKB was selected as the partner business and promoted the development of technology to materialize the functions specialized for visually and hearing impaired people.

For this project, KT materialized advanced functions for the convenience of disabled audiences on the Olleh TV's Giga Gini (1, 2, 2VE) set top box and SKB on AI2, AI2 Max and Smart 3 set top boxes.

For the hearing impaired people, an individually optimized setting for the subtitle was made possible, such as adjusting size, color, transparency, background color, line spacing and the location of closed caption, and for the visually impaired people, a function that allows for voice instruction on changing channels, moving menu options, changing volume and program information, etc. was developed.

As such, visually and hearing impaired people subscribing to paid broadcasting can use these improved functions as the functions specialized for disabled people are automatically upgraded.

[Figure III-76] Compatibility Specialized Function of Paid Broadcasting for Visually and Hearing Impaired People



The Commission will continue to conduct a contest to select the business partner each year, to expand the partner businesses so visually and hearing impaired people can use these services by selecting any one of the paid broadcasting.

#### 4) Presentation of a Comprehensive Plan for Media Inclusion of the Vulnerable Group

The Commission prepared a 'Comprehensive Plan for the Media Inclusion of the Vulnerable Group' on Oct. 12, 2021, and disclosed it at a public presentation.

The comprehensive plan includes the tasks to be implemented for the next five years, and has a vision of "Realizing a Happy Inclusive Country Without a Media Disparity." The main contents are: Δstrengthen support for contents production, Δguarantee access to media, Δdigital technology innovation, and Δcreating a basis for media inclusion.

The Commission has achieved a quantitative growth in policy on improving the media access by the vulnerable class, thus far, but the actual social inclusion policy that encompasses the rapidly changing digital media environment and a change into a non-face-to-face social structure, was insufficient as compared to other major countries of the USA and UK, etc.

As such, this comprehensive policy that supplements the previous policies and embraces the vulnerable group through media, was established in response to the national plan of 'digital inclusion' (Digital Inclusion Strategic Meeting, Sept. 2018).

The main tasks of the 'Comprehensive Plan for the Media Inclusion of the Vulnerable Group' are as follows:

##### ① Strengthen the system to support media contents

Expand the support for the production of broadcasting for disabled people from real time to non-real time and from terrestrial to general PP (program providers), and also expand the production of educational contents by the type of disability and grade.

Standardize the contents expression mode that are different by broadcasting businesses, region and agencies, etc. to improve the understanding of developmentally disabled people.

Expand the production basis, currently centered in the metropolitan area, to 10 community media centers nationwide to support the promotion of broadcasting for disabled people and supporting start-ups for disabled people in the regional communities.

Develop 'media accessibility contents' proper for the individual equipment of the vulnerable group, and implement a customized accessibility education by connecting with the community media centers and governmental departments.

##### ② Guarantee Inclusive Media Accessibility

Raise the distribution rate of TV for disabled people to 50% by 2025 from the current 33.8% (as of 2021), and improve the method of distributing TV for disabled people to enlarge the options. (Lump sum distribution of a specific TV → Providing subsidy to purchase the receiver chosen by the disabled person)

Establish the descriptive video service platform into one exclusive platform (web/app).

Expand the technology development and the businesses to include the functions specialized for the broadcasting for disabled people, such as caption size, location adjustment, voice instruction, etc., to the set top box of paid broadcasting. (KT in 2020 → SKB in 2021 → LGU+ in 2022) Implement the standardization of technology, scope and method of the embodiment of broadcasting for disabled people at the development stage of the set top box of paid broadcasting.

### ③ Inclusive Innovation of New Digital Technologies

Develop a software with function specialized for disabled people to be included in the general Smart TV and give an option to both people with disabilities and without.

Develop a customized disaster information delivery service (text message voiceover, sign language, animation, etc.) for the vulnerable group, such as disabled people and the elderly, etc. to recognize the disaster information easily and quickly, and expand to diverse terminals, including TV (smart-phone, tablet PC, PC, etc.). Also, develop a perfect automatic sign language and AI voiceover broadcasting system.

### ④ Create a Basis for the Media Inclusion of the Vulnerable Group

Promote improvement in the perception of disabled people, improve the awareness of the people through international conferences, etc., raise the ratio of mandatory Korean sign language broadcasting (5% →7%) and the mandatory provision of non-real-time broadcasting for disabled people. (Complete reexamination of the current system of accessibility to broadcasting for disabled people, such as broadcasting business operators exempted from the mandatory ratio, etc.)

The legislation of the vulnerable group's participation in the decision-making organization, introduction of a system of evaluating the quality of broadcasting for disabled people, and standardizing the technology with a specialized function when manufacturing the set top box for paid broadcasting and regular TV. Prepare a system to promote legislation on the media accessibility of disabled people.

The Commission plans to implement the comprehensive plan for media inclusion until 2025 in three stages, and an evaluation on the implementation results and detailed implementation plan for the following year will be established each year.

The stage 1 is production support and the alignment of the legal system (2H of 2021), the stage 2 is technology advancement and the introduction of a quality evaluation system (2022~2023) and the stage 3 is the materialization of a legal system on media inclusion of the vulnerable group (2024~2025).

[Figure III-77] Photo of the Presentation Ceremony for the 'Comprehensive Plan for the Media Inclusion of the Vulnerable Group'



[Figure III-78] 'Comprehensive Plan on Media Inclusion' 'Look at the Changes'

## 미디어 포용 종합계획, “이렇게 달라집니다”

### ▶ 미디어 소외계층 증가 추세('21~'25)



### ▶ 이렇게 달라집니다

**다양한 미디어 콘텐츠**를 지원하겠습니다

- ▶ 실시간 장애인방송 제작지원
- ▶ 맞춤형 콘텐츠 제작지원

**모든 시·청각장애인** 수신기 보급

- 일괄 구매 보급 → 구매비용 지원
- ▶ 화면해설 전용 통합 플랫폼 구축
- ▶ 장애인방송 유료방송 및 표준화

**스마트 TV 전용 어플리케이션** 개발

- 자막·수어 화면 조정 및 음성 안내 기능 탑재
- ▶ 장애 유형별 맞춤형 재난정보 전달 서비스 개발
- 시각장애인·재난문자해설, 청각장애인·재난정보수어 전달 등
- ▶ 완벽한 인공지능 아바타 자동수어·AI 화면해설 기술 개발

**소외계층 미디어 포용 기반 조성**을 위해 힘쓰겠습니다

- ▶ 장애인방송 인식 부족
- ▶ 접근성 기술 표준화 미비
- 제조사별 수신방식 상이
- ▶ 법제도 미흡

- ▶ 포용사회 대국민 인식개선 연중 홍보
- ▶ 의무편성비율 상향 및 비상시간 제공 의무화
- ▶ 장애인방송 품질 평가제도 도입
- ▶ 장애인미디어접근 기본법 제정 및 5개년 종합계획 수립

### ▶ 미디어 소외계층 예산 현황

▶ 2009~2025년(안)



### b. Supporting the Smart Sign Language Broadcasting Service

The Commission is implementing a project to support a smart sign language broadcasting service (KRW 650 mil.) that can adjust the size and location of, and remove, the Korean sign language screen, to provide convenient viewing by the hearing-impaired people and to resolve the inconveniences experienced by non-disabled people when the sign language screen covers the broadcasting screen.

The main smart sign language broadcasting service began in Sep. 2019, and the service is provided by six channels, KBS, MBC, SBS, YTN, JTBC and TVChosun, and three platforms, SK Broadband, LG Hello Vision and SkyLife.

[Figure III-79] Smart Sign Language Broadcasting Service Functions



### c. Promoting VOD for the Broadcasting for Disabled People

As the media is becoming diversified, changing from real-time broadcasting to non-real-time broadcasting, production of VOD for broadcasting for disabled people (KRW 700 mil.) is supported by the broadcasting businesses so visually and hearing impaired people can use the broadcasting service anywhere and anytime.

In consideration of the fact that there is no regulation related to non-real-time broadcasting for the broadcasting for disabled people, the Commission is enlarging the number of participating businesses, from three terrestrial broadcasters (KBS, MBC, SBS) in 2020 to four terrestrial broadcasters (KBS, MBC, SBS, EBS) in 2021 in consideration of the public interest and social effect.

[Figure III-80] Supporting Production of VOD for the Broadcasting for Disabled People



#### **d. Development of Automatic Conversion Technology for Subtitled and Sign Language Broadcasting**

The Commission and the Ministry of Science and ICT held a demonstration of the 'automatic conversion technology for subtitled and sign language broadcasting using AI technologies' on Apr. 20, 2021 at the e-Room Center in Yeouido, in celebration of the 41<sup>st</sup> National Disabled Persons Day.

The event was attended by the chairman of the Korea Communications Commission, Ministry of Science and ICT and disabled persons associations (Korea Association of the Deaf, Korea Blind Union) and related research institutions, to look at the 'voice-subtitle automatic conversion technology' developed by the Telecommunications Technology Association (TTA) and 'service supporting the sensibility expression of the broadcasting for disabled persons' developed by the Electronics and Telecommunications Research Institute (ETRI).

The 'voice-subtitle automatic conversion technology' uses the AI's voice recognition technology to automatically convert voice into subtitle on a mobile device (smart-phone, tablet PC, etc.) screen, and it provide subtitles when a deaf person watches videos online.

The 'service supporting the sensibility express of the broadcasting for disabled people' is composed of (1) technology that provides sign language of the avatar by converting voices and subtitles without time and spacial restrictions to a deaf person and (2) a voiceover technology that converts various senses into voice for the blind people to improve media accessibility by blind and deaf people.

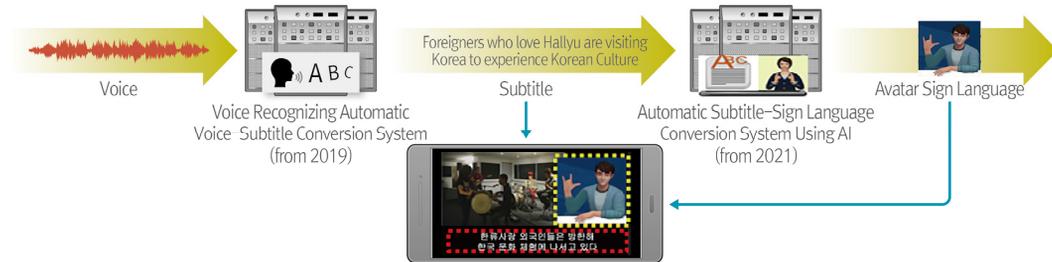
The Commission plans to develop a voice-subtitle-sign language automatic conversion system, link the sensibility expression technology developed by ETRI to develop sign language by an avatar, and to commercialize it by 2023.

The Commission will continuously strive towards a digital inclusive society without a media gap by developing technologies that reflect the needs of the people excluded from media, as the use of the media service has increased rapidly due to a non-face-to-face society becoming the norm.

[Figure III-81] Photo from a Demonstration of ‘Subtitle-Sign Language Broadcasting Automatic Conversion Technology Using AI Technologies’



[Figure III-82] Composition of the Voice-Subtitle-Sign Language Broadcasting Conversion System



- [Stage 1] Convert from Voice→Subtitle (2019~2020),
- [Stage 2] Conversion from Subtitle→Sign Language(2021~2022)
- [Stage 3] Sophistication (2023~)

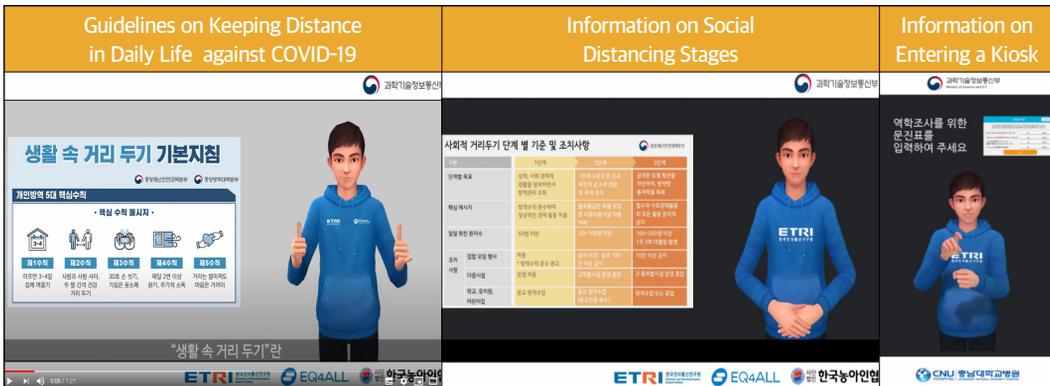
[Figure III-83] Using Media Play App (Demonstration by the Commission)

① Execute Media Play App	② Loading Screen	③ Play Video & Show Subtitles

[Figure III-84] Using Voice Recognition Browser (Demonstration by the Commission)



[Figure III-85] Create Avatar's Sign Language (Demonstration by the MSICT)



[Figure III-86] Demonstration System Composition



### 3. Strengthening the Communications Capability of Digital Media

#### a. Strengthening the Media Education

An individual's ability to use media has become an essential part of life, as the use of smart devices is becoming popular and many aspects of everyday life is accomplished along with media due to COVID-19, as well as the recent digital innovation. As such, the Commission tried to promote communication through media by providing expanded on and offline customized media education and supporting broadcasting participation, etc., so that everyone can use media safely and freely and participate in communication with society.

We strengthened the media education that is customized for all, such as operating a media education for each stage of life, from toddler to the elderly, and developing educational materials by students, such as children or developmentally disabled, etc. Also, a variety of online educational lectures are provided (392 lectures) through 'Medi On,' an online platform urgently established due to COVID-19, so the people can receive media education conveniently. 'Medi On' has special lectures from famous people that explain the media in an easy to understand format, as well as the critical understanding of media and contents, using life-oriented media, producing video using smartphone or drone and a special lecture on career in media, etc.

[Figure III-87] Support to Enhance Customized Media Education



As non-face-to-face communication has become the norm due to the spread of COVID-19, the roles and vitalization of the community media, such as the village newspaper and village radio broadcasting that shares the current issues of the region by the residents, have become ever more important. The Commission expanded the support for media education and consulting to the village communities for the local residents to deliver the local news and participate in the resolution through the use of media, such as YouTube and podcasts, etc. The Commission, along with the Community Media Foundation, has selected village communities since 2017 through a contest to conduct media production education and to lease production facilities and equipment, etc. and is expanding the support each year (21 villages in 2017 → 50 in 2018 → 70 in 2019 → 80 in 2020 → 90 in 2021). The Commission also contributes to developing regional culture and the recovery of the village community through follow-up support on the production activities and the hosting of a village media festival, etc.

### III. Broadcasting and Communications Policy Outcomes in 2021

Moreover, the Commission is conducting play-type media education (50 times/year) by visiting the day care and kindergarten, etc. for the young children to create a habit of the healthy use of media, and continues to expand the media education linked with schools, such as a free school system, clubs, etc., for adolescents to search for a career in media and to understand media properly (299 schools in 2017→333 in 2018→362 in 2019→400 in 2020→407 in 2021). Also, the operation of the media sharing bus has been expanded (50 times in 2017→245 in 2018→252 in 2019→204 in 2020→256 in 2021) to provide a visiting media education to residents in isolated regions without regional community media centers and the vulnerable group, such as the elderly and disabled people, etc. and alleviated the gap in media literacy.

On the other hand, the Committee held various contests and festivals to improve the awareness on media education and to attract the direct participation of local residents. From Aug. 12~14, the Commission held the 「2021 Youth Media Festival」 online (website: youthmefe.org) to allow adolescents to enjoy media through various forms of communication and participation and search for career paths. Under the topic of ‘Show me;dia, Talk to me;dia, Plan me;dia,’ the event provided diverse online programs, including the conversation with a media expert, invitation exhibit on adolescent video, media talk-a-thon, short-form contents contest, early campus, etc. This year was held in celebration of the ‘International Youth Day,’ so the program was organized so adolescents from Korea and abroad and experts in media can participate together.

Moreover, on Dec. 1, the Commission held a 「2021 Media Festival for People with Disabilities」, where everyone can enjoy media through the diverse means of communication and participation. This year was the 15<sup>th</sup> year, and the event was held online over two days, from Dec. 1 to Dec. 2 ([https://youtu.be/momXQmX\\_Z44](https://youtu.be/momXQmX_Z44)), hosted by the Commission and the City of Busan, and supervised by 3 institutions, including Busan Community Media Center. The variety of programs were presented, including a lecture and talk-show by visually-impaired YouTuber ‘One Shot Hansol’ and movie director Kim Jeongin, movie theater in darkness, screening of the barrier-free<sup>17)</sup> musical and independent movies, panel discussion for supporting the independent living of disabled people, etc.

[Figure III-88] Held Viewer Participating Events



17) A movement to tear down the physical and systematic barriers to make a good society for everyone, including socially disadvantaged people, such as disabled people and elderly, etc.

The number of people with media education has increased (228,000 in 2019 → 437,000 in 2020 → 451,000 in 2021) through expanding the media education infrastructure and expansion of customized education. The Commission improves the people's media skills through a customized media education for the people so that everyone can communicate with society through media and contributed to the healthy development of media by reinforcing the media accessibility.

## b. Expanding the Foundation for the Media Education

Media production, critical understanding and the ability to use media has become an important factor to improve the quality of life and to participate in society in an intelligent information society, and the Commission expanded the foundation for the media education for the people to use media easily, and conducted media education customized to the target. The Commission conducted customized on/offline media education, including understanding and utilizing the media and media contents, production training using a broadcast production facility and equipment, etc., through the regional community media center. Also, an expansion of visiting media education was enacted for the vulnerable group and small and detailed media educational services to raise the people's ability to use and produce media and expanded the opportunities for the people to participate through media.

In order to guarantee equal media accessibility to the people, this led to the promotion of the establishment of community media centers, starting with Busan center in 2005, and has expanded to 10 regions by 2020. The plan is to establish the media center in all 17 metropolitan cities and provinces by 2023 and turn them into a hub for media education. The community media center is a local-based media facility that supports the people to properly understand media and produce, share and air the broadcast contents. It provides a variety of services to everyone, including elderly, students, multicultural families, etc., such as customized media education and experience, the free use of production facilities and equipment, etc. The community media center conducts projects in education, experience and the promotion of media, support viewer produced broadcast programs and free leasing of various broadcast production facilities and equipment, etc. pursuant to the Broadcasting Act.

[Table III-65] Projects for the Community Media Center

Main Function	Description
Media Education for All Citizens	<ul style="list-style-type: none"> <li>• Provide media education to enhance the people's understanding and use of media</li> <li>• Provide media education and experience to foster future talents in media</li> </ul>
Support for Viewer Content Production	<ul style="list-style-type: none"> <li>• Provide media content production education for viewers to participate in broadcasting</li> <li>• Provide assistance to viewer content creation, such as production mentoring and community management, etc.</li> </ul>
Strengthen Viewer Rights and Interests	<ul style="list-style-type: none"> <li>• Support small groups of media instructors, organize and support the media center network</li> <li>• Host local viewer participation events and raise an awareness of viewer rights and interests</li> </ul>
Media Education for Vulnerable Groups	<ul style="list-style-type: none"> <li>• Provide media education for the disabled, refugees and multicultural families</li> <li>• Provide support for vulnerable groups' social participation through media, such as organizing the media volunteer groups</li> </ul>

### III. Broadcasting and Communications Policy Outcomes in 2021

The Commission is promoting to establish the centers in seven metropolitan cities and provinces (Gyeongnam, Daegu, Jeju, etc.) which have been without a community media center since Jan. 2021 to complete the full regional-basis for media education. The Commission has evaluated the feasibility of the plan to establish the community media center submitted by Daegu in Jun. 2021 and by Gyeongbuk in Nov., and finalized Suseong-gu, Daegu and Pohang-si, Gyeongbuk as the location to establish the centers. With this, the schedule to establish the community media centers in 15 metropolitan cities and provinces, excluding Chungnam and Jeju, has been completed, and anyone can enjoy the media education and experience at a nearby center for free. Also, Suseong-gu, Daegu and Changwon, Gyeongnam (2022), Yeosu, Jeonnam (2023), Pohang, Gyeongbuk and Jeonju, Jeonbuk (2024) will implement a budget acquisition, design, construction, etc. according to their respective opening schedule until 2024. The Commission plans to expand the establishment of the center by comprehensively considering the population, area and living region, etc. as the people's interest in media and demand for media education increases.

[Table III-66] Status of the Community Media Center Nationwide

Center	Photo	Description	Center	Photo	Description
Busan Center (2005~)		<ul style="list-style-type: none"> <li>• Haeundae-gu, Busan</li> <li>• Total Floor Area: 5,021m<sup>2</sup>, B1~4<sup>th</sup> Fl.</li> </ul>	Gwangju Center (2007~)		<ul style="list-style-type: none"> <li>• Seo-gu, Gwangju</li> <li>• Total Floor Area: 6,075m<sup>2</sup>, B1 ~ 4<sup>th</sup> Fl.</li> </ul>
Gangwon Center (2014~)		<ul style="list-style-type: none"> <li>• Chuncheon-si, Gangwon-do</li> <li>• Total Floor Area: 2,328m<sup>2</sup>, B1 ~ 2<sup>nd</sup> Fl.</li> </ul>	Daejeon Center (2014~)		<ul style="list-style-type: none"> <li>• Yuseong-gu, Daejeon</li> <li>• Total Floor Area: 2,926m<sup>2</sup>, 1<sup>st</sup> &amp; 4<sup>th</sup> Fl.</li> </ul>
Incheon Center (2014~)		<ul style="list-style-type: none"> <li>• Yeonsu-gu, Incheon</li> <li>• Total Floor Area: 2,584m<sup>2</sup>, 3<sup>rd</sup> &amp; 4<sup>th</sup> Fl.</li> </ul>	Seoul Center (2015~)		<ul style="list-style-type: none"> <li>• Seongbuk-gu, Seoul</li> <li>• Total Floor Area: 2,925m<sup>2</sup>, Part of B1~3<sup>rd</sup> Fl.</li> </ul>
Ulsan Center (2016~)		<ul style="list-style-type: none"> <li>• Buk-gu, Ulsan</li> <li>• Total Floor Area: 2,316m<sup>2</sup>, 1<sup>st</sup>~4<sup>th</sup> Fl.</li> </ul>	Gyeonggi Center (2019~)		<ul style="list-style-type: none"> <li>• Namyangju-si, Gyeonggi-do</li> <li>• Total Floor Area: 4,220m<sup>2</sup>, B1~3<sup>rd</sup> Fl.</li> </ul>
Chungbuk Center (2020~)		<ul style="list-style-type: none"> <li>• Cheongwon-gu, Cheongju-si, Chungbuk</li> <li>• Total Floor Area: 2,897m<sup>2</sup>, 5<sup>th</sup> Fl.</li> </ul>	Sejong Center (2020~)		<ul style="list-style-type: none"> <li>• Eojin-dong, Sejong-si</li> <li>• Total Floor Area: 2,893m<sup>2</sup>, 1<sup>st</sup>~3<sup>rd</sup> Fl.</li> </ul>

Moreover, the Commission expanded the media education and experience opportunities by visiting the vulnerable groups through the use of the 'Media Sharing Visiting Bus,' a mobile experience studio vehicle furnished with media education and production equipment. The Commission is operating the 'Media Sharing Visiting Bus,' for five years to help the vulnerable groups, who were unable to receive media education, to understand and use media, in regions without community media centers. Some of the major programs are the video media experience of becoming announcers and reporters, radio experience of the roles of DJ and reporter for a radio program, etc. Support is provided to institutions, groups or organizations that support vulnerable groups, institutions operating events and a forum for the local residents and middle schools implementing a free school system, etc. and this year, the support will be provided first to the institutions and organizations in small towns having difficulty visiting the center.

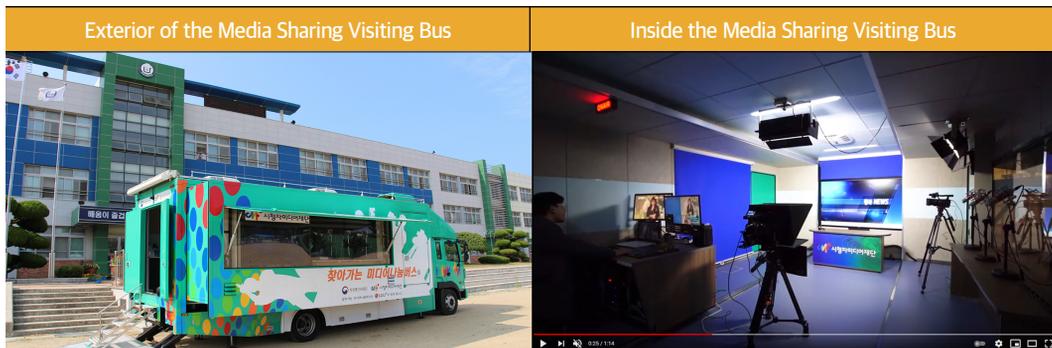
Along with establishing a regional community media center, the Commission is expanding the 'visiting media education

and experience service' for the residents in farming, fishing and remote villages who are unable to visit the center, and will provide eight buses in 2022, from two Media Sharing Visiting Buses currently operating. So, elementary, middle and high school students from remote regions can learn about the broadcast production process and experience media applied with various new technologies, including AI and AR, etc., from school and the elderly from village halls, etc.

[Table III-67] Education Target and Description of the Media Sharing Visiting Bus

Target of Education	Vulnerable Group and Local Residents	Students in Free School Year System
No. of Education	168 Times	88 Times
Education Period	Mar. 24 ~ Dec. 26	
Education Hours	1 hour each for theory education and experience practice, 2 hours per 1 session	
Education Description	<ul style="list-style-type: none"> <li>• Video Media Experience: experience of producing news at a studio inside the bus, and exploring broadcasting related jobs, such as announcer, reporter, weather forecaster, etc.</li> <li>• Radio Experience: experience of producing a radio program at a recording booth inside the bus, taking on the role of PD, DJ, reporter, engineer, etc.</li> <li>• Foley Experience: experience of producing and recording foley, used in movie, drama and animation, etc., by using variety of tools</li> <li>• Dubbing Experience: experience of exploring various broadcasting related jobs, such as narrator and voice actor, etc., by dubbing your voice over animation and dramas, etc.</li> </ul>	

[Figure III-89] Media Sharing Visiting Bus



On the other hand, the Commission leased production and editing equipment, such as camera and camcorder, etc., to small media educational facilities operated by local governments, etc. by promoting the connection of media education with the community media center, small local video media centers and media educational institutions, etc. and supported the use by the local residents in remote areas. Also, the foundation for media education through the sharing of facilities, equipment and human resources through connection/collaboration between government agencies, broadcasting businesses and universities by operating regional media educational programs linked to universities, and supporting and consulting on the demand customized media education for non-profit institutions and organizations. Additionally, the Commission provides small and detailed media educational services to assist in use of media in everyday life by visiting nearby public facilities, alleviated the media gap by operating a media education customized for special schools and created an opportunity for social participation through media.

## 4. User Protection and Reinforce Capabilities in the Intelligent Information Society

### a. Aligning the User Protection Legal System

#### 1) Hosting of the 3<sup>rd</sup> International Conference on Ethics of the Intelligent Information Society

On Dec. 2, 2021, the Commission and Korea Information Society Development Institute (KISDI) held the 3<sup>rd</sup> International Conference on Ethics of the Intelligent Information Society online live broadcasting<sup>18)</sup>.

[Figure III-90] Program and Poster of the 3<sup>rd</sup> International Conference on the Ethics of the Intelligent Information Society

Program			Poster
시간	내용	발제자	
14:00~14:15 (15분)	개회식 오픈 멘트 개회사(영상) 환영사(영상)	진행 : 김혜미 아나운서(경기방송) 방송통신위원회 위원장 정보통신정책연구원장	
14:15~15:05 (50분)	세션1(영상) : 인간중심의 AI • (발제1) 인간중심의 AI: 새로운 통합 Human-centered AI : A new synthesis • (발제2) AI 시대의 동맹으로서의 윤리 Ethics as Ally in the age of AI	• Ben Shneiderman 교수 (미국 메릴랜드 대학교) • Emma Rutkamp-Bloem 교수 (남아프리카공화국 프리토리아 대학교)	
15:05~15:55 (50분)	세션2(영상) : 유럽의 AI 규제 • (발제1) 새로운 EU 입법 패키지가 AI에 미치는 영향 The new EU legislative package and its impact on Artificial Intelligence • (발제2) 프랑스 공공부문에서의 AI 규제 The regulation of AI in the public sector in France	• Michele Finck 교수 (독일 튀빙겐 대학교) • Lucie Cluzel-Métayer 교수 (프랑스 파리-성데르레대학교)	
15:55~16:15 (25분)	세션3 : 한국의 이용자 정책 방향 • (발제1) 인간과 인공지능의 상호공존시대 한국에서의 인공지능기술에 대한 이용자 보호 접근의 특성	• 황용석 교수 (건국대학교)	
16:15~16:30 (15분)	휴식		
16:30~18:00 (90분)	종합 토론(실시간 Zoom) 인공지능과의 공존 Living in the age of AI • 전문가 토론 (70분) • 질의 및 응답 (20분)	• 최장 : 교학수 교수(서울대 법학전문대학원) • 토론 : 국내외 전문가(5인) 및 발제자(4인) - 강경화 회장 (한국소비자연맹) - 권은정 박사 (정보통신정책연구원) - 김용찬 교수 (연세대 언론홍보영상학부) - 이수영 교수 (카이스트 인공지능연구소장) - 이희정 교수 (고려대 법학전문대학원)	
18:00	폐회		

The Conference was held for the first time in 2019, and this year marking the third conference, to discuss new types of user protection issues arising from the proliferation of artificial intelligence technology and to form a consensus with the global community on related policies.

Held under the theme of ‘Living in the Age of AI,’ the conference was joined by experts from home and abroad to discuss the policy efforts of the global community in response to the intelligent information society and the ways to protect users to cope with the spread of artificial intelligence technology.

The Conference is composed of three sessions, and the topic of the first session was human-centered artificial intelligence, where Professor Ben Shneiderman (University of Maryland) presented ‘Human-Centered AI: New

18) YouTube Channel of the Commission and KTV State Broadcasting

Synthesis' and Professor Emma Ruttkamp-Bloem (University of Pretoria, South Africa) presented 'Ethics as an Ally in the Age of AI.'

The topic of the session was 'AI Regulations in Europe,' where Prof. Michèle Finck (University of Tübingen, Germany) presented the 'New EU Legislative Package and Its Impact on AI' and Prof. Lucie Cluzel-Métayer (University Paris Nanterre, France) presented 'Regulations of AI in the French Public Sector.'

[Figure III-91] Presentation Topics at the International Conference on Ethics of the Intelligent Information Society



The topic of the last session was 'Korea's Approach to User Policy,' where Prof. Hwang Yongseok (Konkuk University, Korea) presented 'The User Protection Approaches Toward the AI Technology in Korea, in the Era of Mutual Coexistence Between Humans and AI.'

During the panel discussion, domestic and overseas experts held an in-depth discussion on the topic of 'Living in the Age of AI.' It was moderated by Prof. Ko Haksoo (Seoul National University, and panels included Kang Junghwa (president, Consumers Union of Korea), Kim Yong-chan (professor, Yonsei University), Lee Soo-young (professor, KAIST), Lee Hee Jung (professor, Korea University) and Kwon Eunjeong (research fellow, KISDI).

## 2) Release of the 2021 User Protection Performance Evaluation

The Commission deliberated and resolved the 2021 Telecommunications Business Entities' User Protection Performance Evaluation at a meeting on Dec. 1, 2021.

[Figure III-92] Telecommunications Business Entities' User Protection Performance Evaluation Discussion



### III. Broadcasting and Communications Policy Outcomes in 2021

The performance evaluation on the telecommunication business entities' user protection tasks is conducted each year pursuant to the Telecommunications Business Act to prevent user damage related to telecommunications service and to encourage the quick and efficient processing of user complaints and autonomous efforts to protect the users.

The evaluation was conducted with 40 companies (31 companies if excluding overlaps) in seven service areas of telecommunications and value added communications, etc. in consideration of the size of the users and ratio of complaints arising, etc. Three new businesses (KB Kookmin Bank, GH Connect, Inscobee) were evaluated for inexpensive phones, and as the influence of the online platform service has enlarged rapidly, the value-added communications services area, conducted only for the portal and app market, was subdivided into information distribution, app market, media and shopping, and added nine new businesses, Naver Band (information distribution), Netflix, Contents Wavve, Twitch and AfricaTV (media), Coupang, 11st, Naver Shopping and Baemin (shopping and delivery) were included in the evaluation.

The committee composed of external experts from academia, consumer organizations, and legal field etc. conducted written and on-site (video) evaluations on the suitability of the user protection task management system, compliance with laws and regulations related to user protection, user damage prevention activities, user opinions and complaints handling, etc. This year, an appeals procedure on the evaluation result was newly established to obtain objectivity and fairness of the evaluation.

There were no business entities receiving a 'very good' rating in mobile phone<sup>19)</sup> and broadband area, unlike last year, and the rating of large communications businesses declined<sup>20)</sup> overall. The importance of the communications service is increasing as the online and non-face-to-face service is expanding, but the awareness on user protection by the communications services provider is lagging that is required to improve.

In case of the MVNO area, having been criticized in the past, efforts for user protection, etc. have improved slightly compared to last year, but SMEs and newly evaluating businesses need supplementation, including providing a clear explanation on the services provided to users, etc.

The businesses in the value added communications area are improving overall including global businesses. the App market, especially improved for all businesses, Google, One Store and Samsung. However, Apple has been receiving the insufficient grade for four consecutive years, and needs to exert more efforts for user protection and submit materials with substantiation.

Naver Shopping, Naver Band and 11st, received a positive evaluation, even though it was their first evaluation. Foreign businesses, such as Netflix and Twitch, as well as Contents Wavve, Africa TV, Coupang and Woowa Brothers needs to improve their understanding of the evaluation, but received a relatively positive evaluation after they agreed with the purpose of the evaluation and made a cooperation.

On the other hand, the evaluation committee suggested that mobile phone and broadband internet businesses needs to exert more efforts to provide information and quality management to minimize user damage during service subscription, use and cancellation MVNO need greater efforts in monitoring the online channels expanding due to the arrival of the non-face-to-face era and reducing the customer response time.

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19) Mobile Phone Area: SKT(▼1 Grade)-LGU+(▼1 Grade)

20) Broadband Internet Area : SKT(▼1 Grade)-LGU+(▼1 Grade)-SKB(▼1 Grade)-KT(▼2 Grade)

Also, as the online platform services are expanding rapidly, evaluation items specialized for each area need to be developed and an expert consulting was proposed to expand the acceptability of the evaluation.

[Table III-68] 2021 Telecommunication Business Entities' User Protection Evaluation Ratings

Classification	Very Good (Higher than 950)	Good ( 900~950 )	Fair ( 850~900 )	Average ( 800~850 )	Below Average (Below 800)
Mobile Phone	-	KT(-) LGU+(▼1 Grade) SKT(▼1 Grade)	-	-	-
Broadband Internet	-	LGU+(▼1 Grade) SKB(▼1 Grade) SKT(▼1 Grade) Hyundai HCN(-)	KT(▼2 Grade) LG HelloVision (▼1 Grade) DLive(▼1 Grade)	CMB(▼1 Grade)	-
MVNO	-	KT M Mobile(▲1 Grade) SK Telink(▲1 Grade) Korea Cable Telecom(-)	LG HelloVision(-) Media Log(▲2 Grade) S1(-)	-	Annex telecom(-)
Value Added Communications Information Distribution	-	-	Google(-) Naver(▼1 Grade)	Daum(-) KakaoTalk(-)	Facebook(-)
Value Added Communications App Market	-	Google - Playstore (▲1 Grade) One Store (▲3 Grade)	Samsung - Galaxy Store (▲2 Grade)	-	Apple - AppStore(-)
Value Added Communications Media	-	YouTube(▲2 Grade)	-	-	-
Total	6 ⇒ 0	6 ⇒ 13	7 ⇒ 9	3 ⇒ 3	6 ⇒ 3

Eight businesses were selected as best practices, including Hyundai HCN for releasing a one-year contract product for people with short-term real estate contract for officetel or studio, etc. and providing discounts on service charges for the period not using the internet service, and Netflix for providing services for visually and hearing impaired people, including voice information and instruction function, adjusting the font and size of subtitles, audio screen explanation and providing closed caption, to improve media accessibility.

[Figure III-93] Best Practices by Operators

- **(현대HCN)** 오피스텔 및 원룸 등 부동산 단기 계약자를 대상으로 1년 약정 상품을 출시하고 인터넷 서비스를 사용하지 않는 기간에 따라 요금 할인 혜택을 제공하여 이용자 권익 제고
- **(SKT)** 업무전산 시스템(SWING)으로 비정상 영업으로 추정되는 개통건을 자동 분류하여 유통망에 통보하는 모니터링 시스템 운영
- **(국민은행)** 알뜰폰 스퀘어를 통해 유심칩 구입·개통 등 알뜰폰 관련 업무 등을 원스톱으로 제공하고 알뜰폰 허브 검색을 통해 이용자에게 최적화된 요금제를 추천하는 등 알뜰폰 이용자 보호 및 알뜰폰 업계와의 상생을 위한 지원
- **(네이버)** 선정적, 폭력적, 불법적 이미지·영상물과 같은 이용환경 침해행위를 실시간 차단하는 AI 이미지 모니터링 기술 '네이버 X-eye'의 개발 및 개선을 통해 이용자를 안전하게 보호
- **(구글 유튜브)** 다른 사람에게 불쾌감을 줄 수 있는 댓글을 게시하기 전에 미리 알림이 표시되어 댓글 작성자가 댓글을 게시하기 전에 심사숙고하도록 하는 옵션을 제공하고, 코로나19 에 대한 유해하고 잘못된 의료 정보로부터 YouTube 커뮤니티 이용자를 적극 보호
- **(삼성전자)** 유료 콘텐츠 구매전 '미리 사용해 보기' 기능을 제공하여 이용자의 구매 실수 방지 및 구매 만족도 향상 노력
- **(우아한형제들)** 상담시스템 내 지식관리시스템을 통해 필요한 상담유형을 쉽게 검색하고 이용할 수 있도록 제공하고 관련 Q&A까지 마련하여 신속하고 정확한 상담 제공
- **(넷플릭스)** 청각·시각장애인이 보다 편리하게 서비스를 이용할 수 있도록 음성 설명, 자막 글꼴 크기 조절, 음성 명령 기능, 오디오 화면 해설과 폐쇄자막을 제공하여 미디어 접근권 보장 노력

The Commission plans to improve the evaluation system by ① expanding the businesses subjected to the value added service evaluation, ② improving the evaluation standard to substantiate the evaluation, ③ promote the information session and expert consulting to enhance the understanding of the evaluation by the newly evaluating businesses, and ④ introduce a self-check list, etc.

As the user protection issue is becoming more important, improving the communications service quality, providing a stable service and the quick resolution of the new types of complaints occurring during the use of online platforms, etc. due to the rapid spread of online, non-face-to-face era, the Commission plans to continuously improve the user protection performance evaluation and expand the businesses subjected to the evaluation to improve the rights and interests of users, and will encourage the businesses to exert efforts to protect users by sharing best practices in user protection.

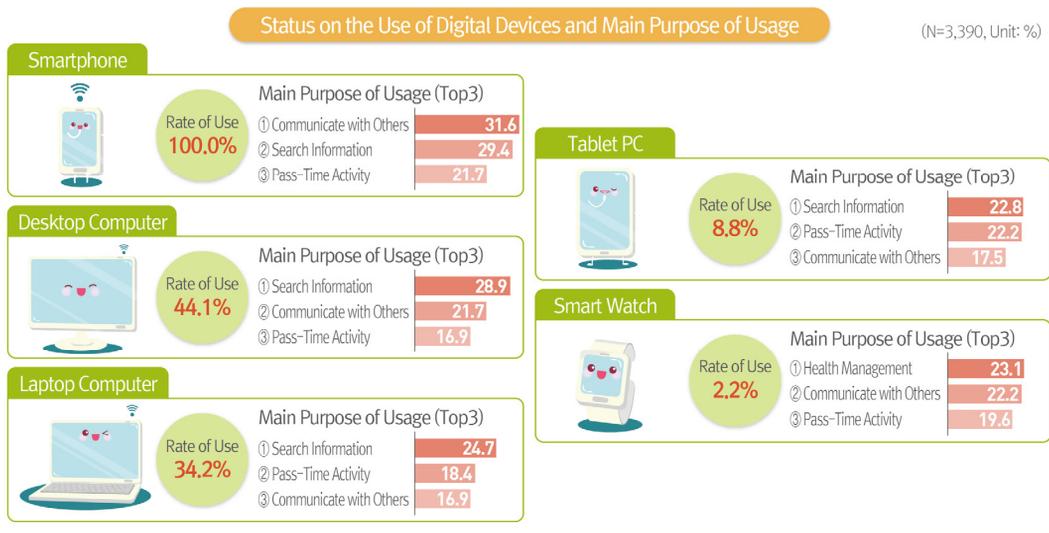


### III. Broadcasting and Communications Policy Outcomes in 2021

The survey items were the intelligent information service use status and attitude, online service use and social interaction, online non-face-to-face service use behavior and awareness, etc. The survey will be used as a basic data to establish a user policy by determining the changes in the user's behavior and awareness after COVID-19.

On the survey of the general online service usage, smartphone users used desktop computers (44.1%) and laptop computers (34.2%), and the main purpose of using smartphone is to communicate with others, but the desktop computer and laptop computers are used to search information. Also, since the end of Jan. 1, 2020, when COVID-19 spread, the hours and number of times of using online services have mostly increased.

[Figure III-95] Status on the Use of Digital Devices and Main Purpose of Usage



The online services with increased use hours are watching free online videos, such as YouTube and Naver TV (68.2%), information search (65%) and music streaming (55%), and the increased frequency of usage are ordering food through delivery applications, such as Baemin, Yogiyo and Coupang Eats (61.5%) and online shopping (59.1%).

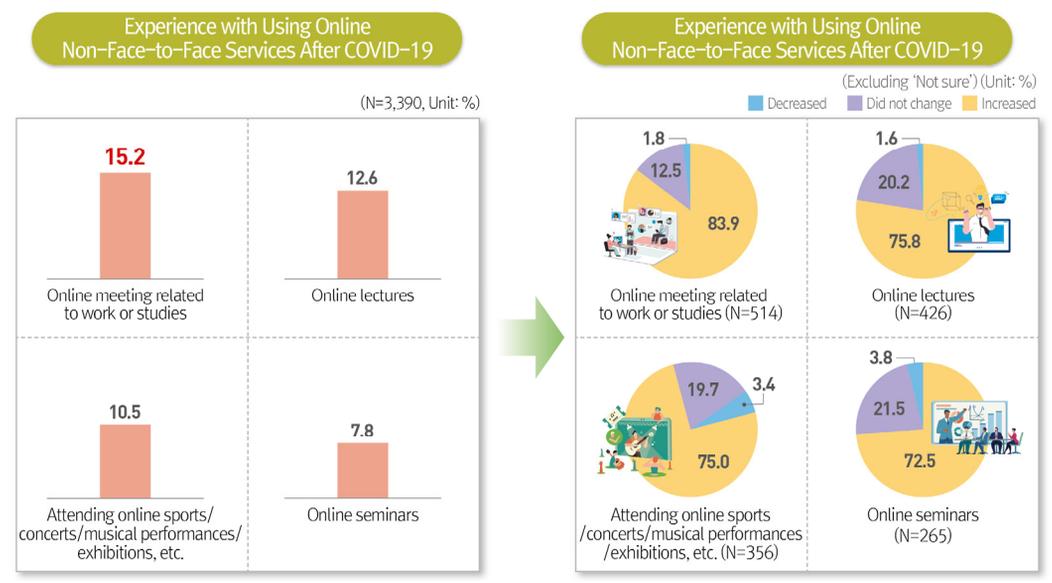
The survey of respondents with experience using online non-face-to-face services for lectures, meetings, seminars, sports events and cultural events, when asked of the device ownership to use the online non-face-to-face services, possessions of desktop computers (55.8%) and laptop computers (49.7%) accounted for the largest proportion. Also, 57% of the above respondents newly purchase video conference platform services, such as Zoom and Webex.

[Figure III-96] Status on the Use of Online Services



Moreover, the survey of respondents with experience using online non-face-to-face services for lectures, meetings, seminars, sports events and cultural events, more than half of the respondents answered that their frequency of use has increased since COVID-19 (end of Jan. 2020).

[Figure III-97] Level of Using Online Non-Face-to-Face Services After COVID-19

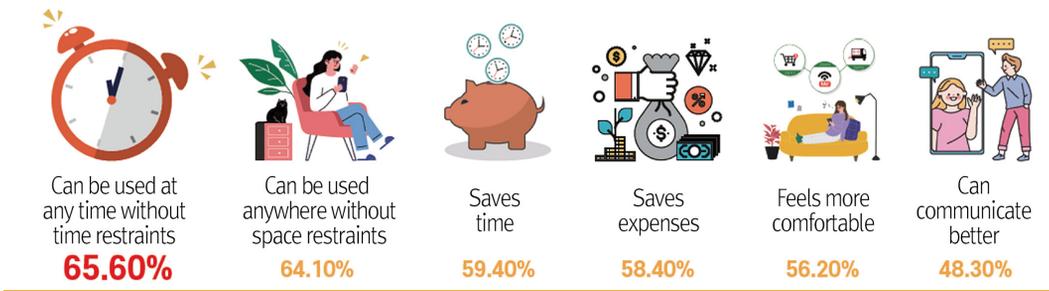


### III. Broadcasting and Communications Policy Outcomes in 2021

Services with an increased frequency of usage are online meetings related to work or learning (83.9%), online lectures (75.8%), online sports and cultural events (75%) and online seminars (72.5%).

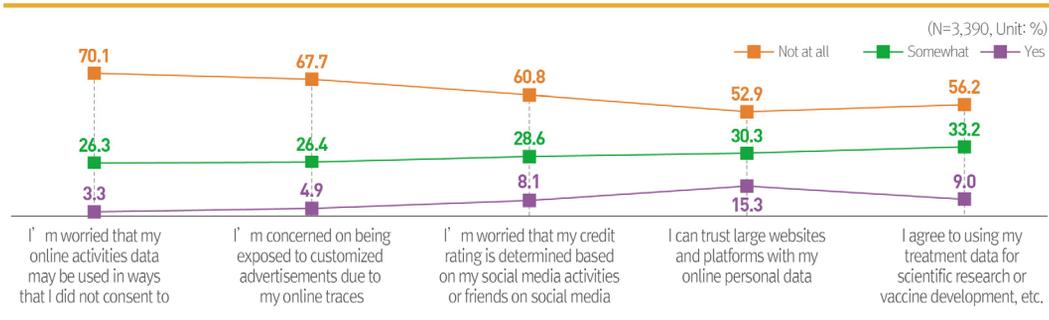
When asked about the advantages of online services compared to the face-to-face services, the respondents answered the ability to use without the restriction of time and place, 65.6% and 64.1%, respectively, indicating that more than the majority agree. However, better communication was 48.3%, a relatively low response.

[Figure III-98] Advantages of Online Services Compared to Face-to-Face Services



However, 70.1% showed concerns on his/her data, that were created during the use of online services, being used for other purposes, and 67.7% answered that they were worried about being exposed to customized advertising with his/her online footprints.

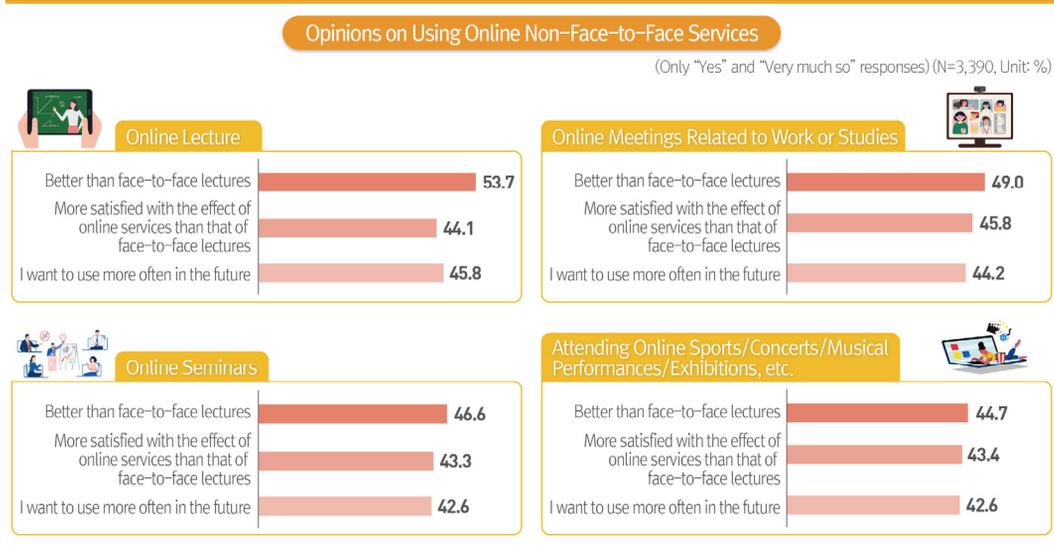
[Figure III-99] Level of Concern on Using Online Services



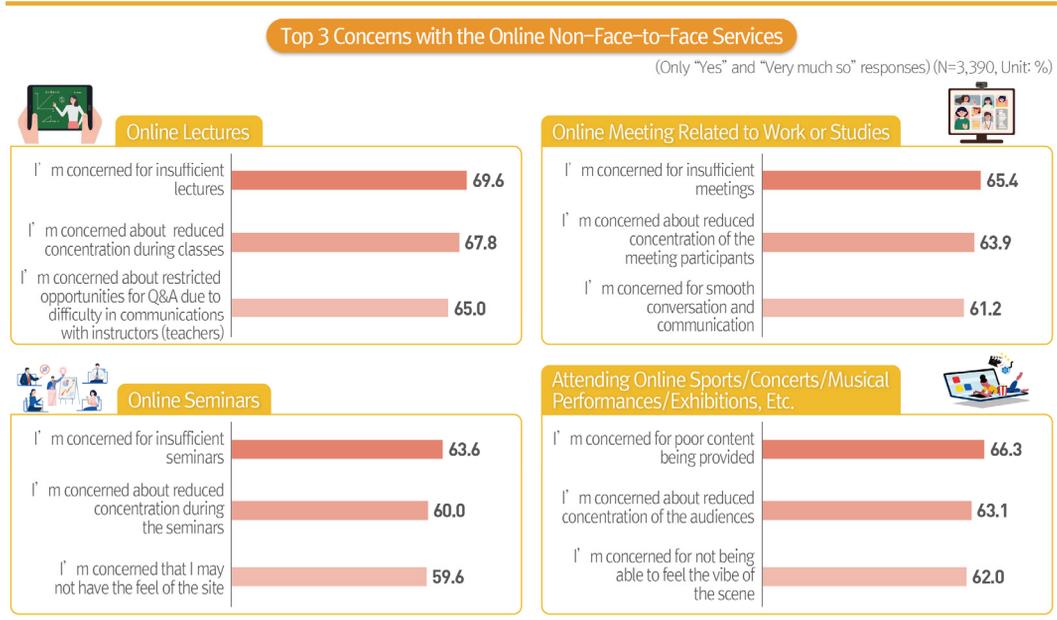
The users generally evaluated positively on the usefulness of online non-face-to-face services, but also showed concern on a decline in the quality of service from converting the method of use from offline services to online non-face-to-face services.

Positive assessments on the usefulness of the online non-face-to-face service compared to face-to-face services were high in online lectures (53.7%) and online meetings (49%), but there were concerns on a potentially poor substance and declined concentration while using online non-face-to-face services for lectures, meetings and seminars, etc.

[Figure III-100] Opinions on Using Online Non-Face-to-Face Services

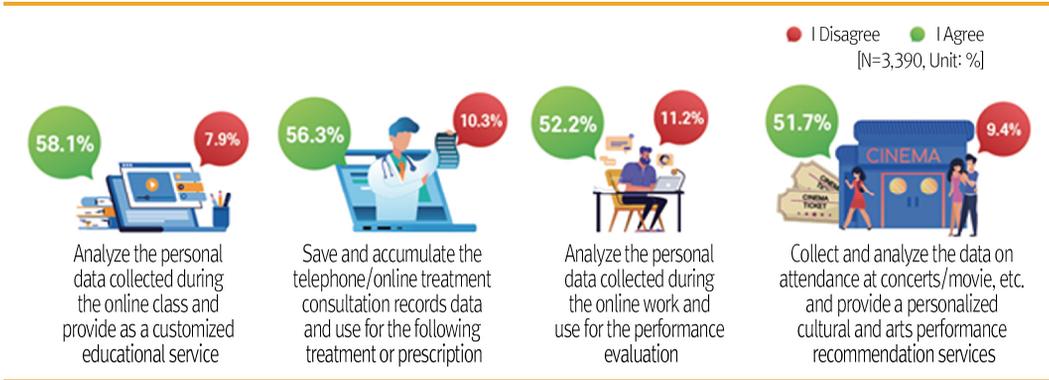


[Figure III-101] Concerns on Using Online Non-Face-to-Face Services



The respondents agreed with using the personal information only for the purposes informed of in advance to obtain the service individually optimized when using online non-face-to-face services, and 58.1% agreed to the use of personal data for the purpose of providing individually customized educational services, and 56.3% agreed to using information from telephone or online treatment consultation for the follow-up treatment or medical prescription.

[Figure III-102] Degree of Consent on Using Personal Information to Optimize Online Non-Face-to-Face Services



While the users widely accepted the intelligent information service due to COVID-19, but were concerned over the possibility of privacy surveillance and infringement at the current digital technology level. The users were concerned over being traced afterwards from credit card usage or locational tracking and the visit logs for quarantine purposes not being discarded safely afterwards, etc.

Separate from using and having a favorable attitude towards intelligent information technology in everyday life, people were concerned about the invasion of privacy by future technologies, and people are more accustomed to face-to-face activities, rather than non-face-to-face activities using intelligent information technologies.

The result of this survey shows that the quality decline of online services and preventing the invasion of privacy are the tasks in preparing for the intelligent information society in the future.

[Table III-70] Perception on Concerns over the Invasion of Privacy due to COVID-19

(Unit : %)

	Yes	Some What
Uncomfortable about being traced afterwards with credit card usage and location tracking, etc.	64.8	30.3
Concerned that the visit records left with QR code under the quarantine guidelines will not be discarded safely.	62.4	29.4
Even for COVID-19 quarantine purposes, there is a concern with the invasion of privacy on disclosing personal information and the routes of confirmed cases.	61.4	30.6

To establish a highly acceptable policy on the intelligent information society users, the Commission operates a public-private council with experts, users and businesses participating, and will continue to prepare a policy plan, such as a basic principle in protecting users of the AI-based media recommendation service (proposal), to provide a positive experience and ease the risks when the media users are utilizing the intelligent information technology and services in the post-COVID-19 era where automated services and online activities are becoming the norm.

## b. Strengthening the User Capability

### 1) The 12<sup>th</sup> Communication Services User Week

The Commission and the Korea Association for ICT Promotion (KAIT) held the 12<sup>th</sup> Communication Services Users' Week for two days from Nov. 3 to 4, 2021, to spread user-centered, safe and convenient communication services.

[Figure III-103] Promotion and Education Center to Prevent Damage from an Online Platform

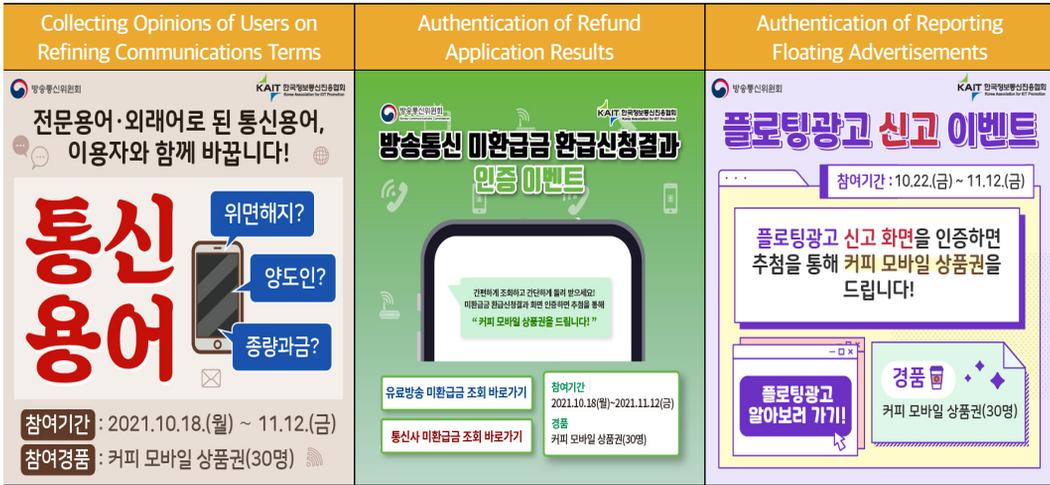


Under the slogan, 'Online Platform Era! A Wise Communication Services Life of Smart Users,' this year's event consisted of programs that the user can participate directly in the education by operating a promotion and education center to prevent damage from communications services and online platform, with the online virtual world (metaverse) of ifland. The events were held online due to COVID-19.

[Figure III-104] Users' Week Ceremony and Major Events



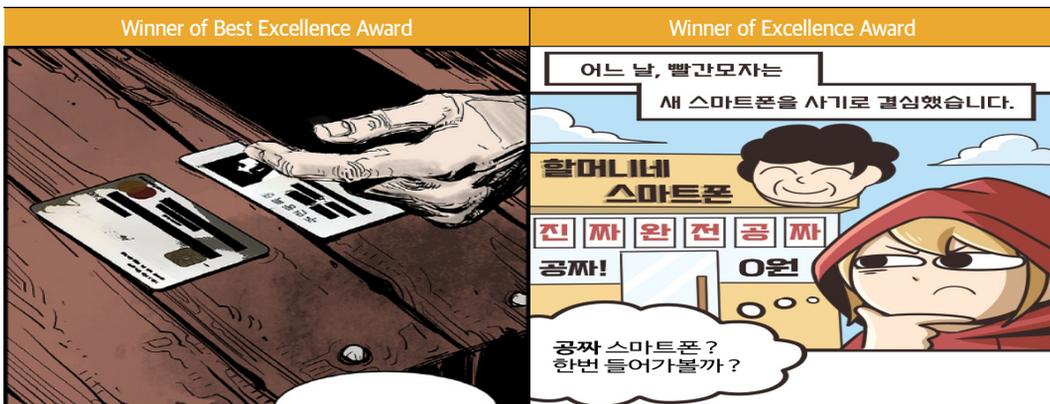
[Figure III-105] The 12<sup>th</sup> Communication Services Users' Week Events



At the ceremony on the first day of the event (Nov. 3), the Integrated Support Center for the Elderly Living Alone (collaborating institution on damage prevention education) and Jang Young, instructor (instructor for damage prevention education), etc. were awarded with a plaque of merit for contributing to enhancing the rights and interests of communications services users, and awards were presented to excellent works among the submissions to the communications services damage prevention webtoon contest.

A webtoon called “Mom, It’s Me” was selected as for the best excellence award (Chairman of the KCC award), and the recipient will receive a certificate and KRW 2 mil. The webtoon includes the cases of user damage that could happen to the elderly in a simple and calm manner and receive praises from the judges.

[Figure III-106] Winner of the Best Excellence Award and Excellence Award



It was followed by a presentation of best practices in user protection by telecommunications business, and a YouTube creator with expertise in IT (smart leader) shares the information on the examples of communication dispute resolution system and how to use the system. A sand art performance informing of the cautions to prevent user damage will also be conducted.

On the second day (Nov. 4), education on using communications services and preventing damage, and a ‘Webinar (web seminar) on Online Platform User Protection’<sup>21)</sup> were held.

Online live education was conducted by an instructor specializing in damage prevention for the communications vulnerable group, and the online platform user protection webinar (web seminar) was held with a user protection policy expert, to have a conversation with participants on trends in online platform services, various examples of damages and user protection.

Moreover, a wider variety of additional events, where the users participated directly, were held, including collecting user opinions on refining difficult communications terms, the authentication of the refund application results, the authentication of installing the means of blocking harmful information for adolescents, quiz related to preventing the distribution of illegal films, and reporting floating advertisements, etc.

The Commission will continue to strengthen its support for the vulnerable group to reap the benefits of communications services without any inconveniences and continues to promote the alignment of a legal system related to protecting the users of the online platform, as communications is becoming more important to connect one another in the era where non-face-to-face encounters are becoming a norm due to remote education and work from home, etc.

## 2) Implementing the Prevention of Communications Financial Fraud Damage

As illegal loan advertisements and spam text messages, pretending to guarantee a loan supported by the government, are increasing, damages to the people are expected and a special caution is requested by the Commission, the FSC, the NPA and the FCC.

[Figure III-107] Cases of Voice Phishing Pretending to be a Financial Company

<p><input type="checkbox"/> 금융회사를 사칭한 사기범은 유선으로 피해자의 신용등급이 낮지만 대출이 가능하다는 대출진행비 및 선납이자를 요구하였고 피해자가 송금하자 이를 권취하고 잠적</p> <p>① '19년 OO캐피탈을 사칭한 사기범은 신용이 낮은 피해자에게 전화를 걸어 현재 신용등급으로는 대출이 어려우나 보증보험료 및 선납이자 65만원을 입금하면 2천만원까지 대출이 가능하다고 피해자를 기망</p> <p>② 피해자는 사기범이 알려준 계좌에 65만원을 입금하였으며 사기범은 이를 확인 후 금전을 타 계좌에 이체하고 잠적</p>	<p><input type="checkbox"/> 저금리로 대환대출이 가능하다고 속이고 기존 대출에 대한 상환자금을 사기이용계좌로 송금하도록 유도하여 피해 발생</p> <p>① '18.9월 A씨(52세, 자영업)는 성명불상자로부터 "OO저축은행 박OO 대리입니다. 고객님의 저리로 대환대출 가능합니다. 대출전용 애플리케이션(앱)을 설치하여 모바일로 신청"이라는 안내 문자메시지를 받고 메시지에 첨부된 링크를 눌러 OO저축은행 앱을 설치하고 대출을 신청</p> <p>② 잠시후 박OO 대리라며 전화한 대출상담원이 "기존 대출상환을 위해 알려주는 계좌로 O천만원을 입금하라"고 하자 대출사기가 의심스러워진 A씨는 확인을 위해 일단 전화를 끊고 해당 저축은행으로 전화하였으나 방금 통화한 박OO이 다시 전화를 받자 이에 속아 기존 대출상환 자금을 알려준 계좌로 송금함에 따라 보이스피싱 피해 발생</p>
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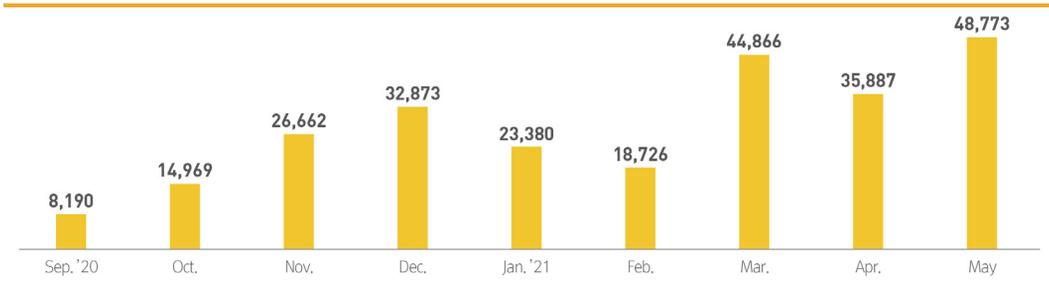
21) Prof. Choi Kyeongjin, Gacheon University, Prof. Kim Yongjae, Hankuk University of Foreign Studies, Executive Director Yoon Myeong, Consumers Korea

### III. Broadcasting and Communications Policy Outcomes in 2021

The voice phishing and smishing forms recently expanding are pretending to provide government guaranteed loan, and uses the bank names, such as KB Kookmin or Shinhan, etc. or includes phrases, such as the Financial Services Commission, Korea Federation of Credit Guarantee Foundations, Supporting Fund Plus, etc. to mislead as a text message sent by the government or reliable institutions.

The text message specifically provides information on a financial loan product sold at a commercial bank, and encouraging small business owners and other vulnerable groups to a loan consultation, that eventually leads to a voice phishing fraud.

[Figure III-108] Status of Illegal Loan Advertising Spam Pretending to be Financial Companies



※ Based on illegal loan advertising spam text message reported to KISA (FSS)

The text includes phrases with an imminent loan application deadline and all interests will be supported by the government to provoke the recipient and causes monetary damage to the people.

Also, as the maximum legal interest rate is lowered from 24% to 20% from Jul. 7, 2021, there is a concern that spam text messages may increase against the vulnerable group, worried that the loan will become harder to obtain in the future.

[Figure III-109] Type of Illegal Loan Advertising Spam Text Messages

KB국민은행	신한 고객님 1,000만원 승인
<p>[Web발신] (광고)「KB국민은행」은 고객의 성공과 행복을 위해 함께 하겠습니다.”</p> <p>귀하께서 신용보증재단 정부특례보증대출 지원대상이지만 현재까지 신청하지 않는 것으로 확인됩니다. 신청기한은 2021.06.25(금) 16시까지이오니 아래 지원 내용을 확인하신 후 신청접수 바랍니다.</p> <p>▶ 상품개요: 민생경제 회복을 지원하기 위해 정부에서 보장하는 특례보증대출. ▶ 상품특징: 대출 시행일 기준으로 부터 1년간 발생한 이자 전액 정부에서 지원됩니다.</p> <p>-신청접수- ☎: 02-3463-0542 ① 수신번호로 통화후 1번을 눌러서 안내ARS에 따라서 상담신청 ② 상담가능시간: 09:00~18:00(토,일,공휴일 제외) ③ ARS를 통한 신청접수는 24시간 운영됩니다.</p> <p>☒ 상품안내 협약금융: KB국민은행 지원상품: 특례보증대출 (간접재난 금융지원) 보증비용: 100%(정부보증지원) 자금용도: 버팀목자금 플러스(생계), 대환자금, 사업·창업자금, 전월세</p> <p>☒ 제출서류 -본인신분증 (추가 제출서류가 필요시 개별 안내) -주민등록초본 (1개월 이내 발행) -인감도장,인감증명서</p>	<p>[Web발신] (광고)[신한] 정부지원에 의한 특별특례 승인 안내</p> <p>“고객님께서 『정부특례지원대출』 승인대상자로 선정되었습니다.”</p> <p>금융부담 완화를 위해 대출 실행일로부터 1년간 대출이자의 일부와 보증료 전액을 정부가 지원!</p> <p>[ 대출요약 ] 『정부특례지원대출』 『국민행복기금 지원대출』 『신한 마이너스종합대출』</p> <p>[ 상품기간 및 특징 ] -신청기간: 06.14(월) ~ 06.25(금) -신청접수 금융기관: 신한 -지원자금: 버팀목자금 플러스(생계), 고용안정자금, 대환자금 -담보: 무보증 (기획재정부 보증지원) -중도상환해약금 및 고객 부담비용: 없음</p> <p>[ 상품내용 ] -한도: 1,000만원~2억원 -금리: 연1.48% ~ 4.62%(고정금리) -기간: 5년 ~ 10년 만기 -상환방법: 원리금균등/만기일시(거처기간 가능) -담보, 보증여부: 무보증 -중도상환수수료: 0%</p>

As such, the Commission, in collaboration with the mobile telecommunications businesses and KAIT, sent a text message to the subscribers to warn of illegal loan advertising spam text messages in the name of each telecommunications business from Jul. 5, and information on damage prevention was included in the bill for MNVO subscribers. The Financial Supervisory Service (FSS) stated that when conducting a transaction with a loan company, you must check their registration through [fine.fss.or.kr](http://fine.fss.or.kr), and when suspicious of pretending to be a financial company, call the main telephone number of the concern financial company for verification or visit the company for further inquiries.

The National Police plans to respond strictly to communications financial fraud and illegal loans, and will be especially harsh for organized crimes.

When suspected of voice phishing or smishing fraud, call ☎112(National Police Agency), ☎1332(FSS), ☎118(Illegal Spam Reporting Center), or the concerned financial company to receive damage relief, such as damage counseling, payment suspension, return, etc.

[Figure III-110] Warning for Illegal Loan Advertising Spam Text Messages

□ 이등통신3사 (문자메시지 발송)

**[불법대부광고 스팸문자/전화 주의 안내]**

최근 금융회사 사칭 전화/문자 불법대부 광고가 급증하고, 유인대상이 고령층주부 청소년 등으로 확대되고 있으니, 대응요령을 확인해주시기 바랍니다.

- ① 서민금융진흥원(국민행복기금 포함)은 문자/전화 대출상품공고를 하지 않음
- ② 금융회사 명의의 대출광고는 사칭 가능성이 높으므로 유의
- ③ '누구나 대출', '신용불량자 대출' 등의 문구를 사용하는 경우 불법대부광고 의심
- ④ 최고 이자율(21.7.7.부터 연 20%) 초과는 불법으로 초과 이자계약은 무효
- ⑤ 피해 발생시 무료 변호사 지원제도(금감원, 법률구조공단) 활용
- ⑥ 불법대부광고는 금감원(1332) 또는 한국인터넷진흥원(118)에 신고

※ 광고를 통해 대부(대출)거래를 하려는 경우 먼저 파인([fine.fss.or.kr](http://fine.fss.or.kr))을 통해 등록 대부업체 여부를 반드시 확인하고 필요시 해당 금융회사에 직접 확인

□ 일등통신사업자 (요금고지서 안내사항)

불법대부 스팸문자 주의! 금융회사를 사칭한 대출상담 보이스피싱에 주의하세요!

### 3) Education for the Users to Prevent Communications Services Damage and Information Provision

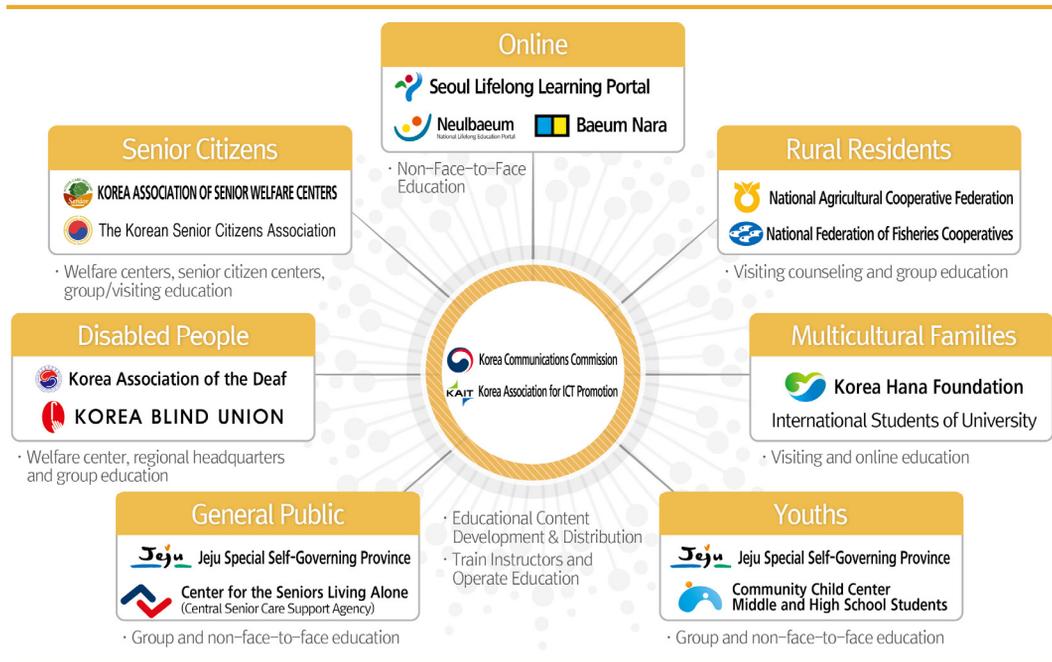
The Commission has operated the 'Broadcasting and Communications Services Visiting Classroom'\* through collaboration with the relevant institutions and conduct non-face-to-face education,\*\* production and distribution of customized textbooks,\*\* establishing an online education system and developed an exclusive video contents.

\* Conducted face-to-face education with 30,994 people, through cooperation with the Korea Senior Citizens Association, and the Korea Association of Senior Welfare Centers, etc.

\*\* Conducted non-face-to-face education with 15,586 people, through cooperation with an integrated support center for the elderly living alone, Yangseo Middle School, Gyeonggi University, Gyeonggi Jeil Credit Union, Seoul Lifelong Learning Portal, Lifelong Education, etc.

\*\*\* Developed and distributed educational contents, such as the braille book, booklet in large print for the elderly, booklet in multiple languages (Korean, English, Chinese, Japanese, Vietnamese, etc.), and e-book, etc.

[Figure III-111] Status of Education Collaboration Institutions by Each Vulnerable Group

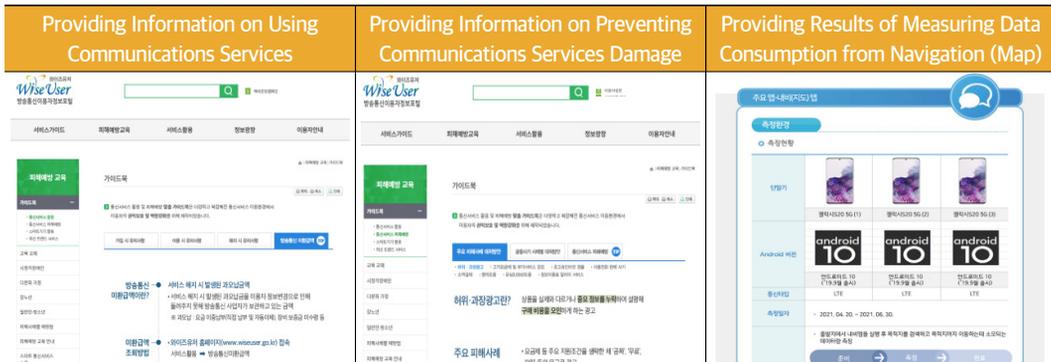


[Figure III-112] Education for the Vulnerable Group on Information



Moreover, information on communications services use, damage prevention contents, measuring the data used during the use of major apps, non-face-to-face apps, mirroring and tethering, etc. through the webpage of Wise User, and through the App Purchase Safety Center webpage, blog, SNS, etc., information on prevention tips, measures to take upon damage, news and issues related to the smartphone, news and examples related to the app purchases, etc. are provided.

[Figure III-113] Information Provided Through the Wise User Webpage



[Figure III-114] User Information Provided Related to App Purchase Safety Center



**c. Rationalization of the Regulation on the Location Information Industry**

**1) Proclamation of the Location Information Act to Promote the Location Information Industry**

The Commission stated that the amendment to the Act on the Protection and Use of Location Information was resolved at the State Council Meeting on Oct. 12, 2021 and will become effective in six months. The Act alleviated the entry regulations to nurture the new industry’s ecosystem based on the location information and to promote Korea’s location information industry, and reinforced the industry’s improvement of trust and location information protective measures.

The main terms of the amended Location Information Act are as follows. First, the permission system for the location information business is abolished and the registration system is introduced, where once certain conditions are satisfied, such as the physical facility necessary to achieve the purpose of business, protective measures for the location information, etc., register with the Commission.

[Table III-71] Major Terms of the Amended Location Information Act

Classification	Major Terms of the Amendment
① Alleviating the Entry Regulation for Location Information Industry	<ul style="list-style-type: none"> <li>• Clarify the definition of location information (Article 2(1)) : Change 'Collect' to 'Position'</li> <li>- Excludes information additionally discovered from the service without the purpose of collecting location information</li> <li>• Change from the permission system to the registration system (Article 5, etc.)</li> <li>- Register for personal location information business when specific conditions are met to achieve the purpose of business</li> </ul>
② Reinforce Personal Location Information Protection Measures	<ul style="list-style-type: none"> <li>• Newly establish the provision on consent with the 'purpose of retention and period of retention' of personal location information (Articles 18(1) and 19(1))</li> <li>• Disclose the personal location information processing policy (Article 21-2, newly inserted)</li> <li>- Purpose of collecting personal location information, retention period, destruction procedure, etc.</li> <li>• Reinforce the procedure for destroying personal location information (proviso to Article 23(1) and add (2))</li> <li>- Retain pursuant to other laws or in the case of justifiable grounds stipulated by the presidential decree</li> <li>- Method and procedure of destroying personal location information and inspecting the status of destruction, etc. to be stipulated by the presidential decree</li> </ul>
③ Reinforce Follow-up Management and Supervision System	<ul style="list-style-type: none"> <li>• Imposing penalty surcharge for violations (Article 14)</li> <li>- Penalty surcharge of less than 3/100 of the revenue related to the violation</li> <li>• Publicly announce corrective measures, including the suspension of violation, etc. (Article 36-2, newly inserted)</li> <li>• Reinforce management and supervision, including the inspection of location information business (Articles 36(3), 23(3))</li> <li>- Regular inspection of location information business and inspect the status of destruction</li> </ul>
④ Enhance the Quality of Emergency Rescue Location Information	<ul style="list-style-type: none"> <li>• Use of personal location information for emergency rescue (Article 29(5))</li> <li>- Request by segmenting the provision scope of emergency location information of the location information business</li> </ul>
⑤ Establish Association for Location Information Industry	<ul style="list-style-type: none"> <li>• Newly inserted a provision on establishing the Korea Location Information Industry Association (Article 35-2)</li> </ul>

Second, amended the relevant provisions to protect the personal location information, such as obtaining consent on 'the purpose of retaining the personal location information and the retention period,' and to reinforce the disclosure of the personal location information processing policy and the procedure for destroying the personal location information.

Third, imposing penalty surcharges or corrective orders when violating the Location Information Act. Also, reinforced the regular inspection ( one or more per year) on the location information business and inspection on the status of destruction.

The Commission will strive to improve the acceptance of the amended law, encourage the location information business to comply with the law in order to strengthen the follow-up management, as the entry barrier has been lowered.

The Commission expects the amended Location Information Act to protect the location information safely and be used actively because as the fourth industrial revolution has arrived, and the need to nurture the new industry based on the location information has been raised, as well as the need to protect the location information.

## 2) Prepared a Draft Amendment of the Enforcement Decree of the Location Information Act related to the Registration System of the Location Information Business

On Dec. 1, 2021, the Commission prepared a partial amendment to the Enforcement Decree on the Act on the Protection and Use of Location Information that includes the matter delegated by the law, such as the procedure for registering and the change of registration of personal location information business, and standards for the imposition of penalty surcharges and administrative fines, etc., and other matters necessary to implement the delegated matters, etc.

This draft amendment to the Enforcement Decree is a follow-up measure to the amendment of the Act on the Protection and Use of Location Information (publicly announced on Oct. 19, 2021) that includes a switch to a registration system for the location information business and protection and use of the location information, which are newly included. The major terms are as follows.

First, by amending the Location Information Act, the permission system for the location information business is abolished and a registration system is being implemented. The matters related to the registration, change registration, transfer, merger, etc. are included, and the standards for the business plan and the detailed evaluation standards have been alleviated. (amending Articles 2, 3, 4, 5, 6, 14, 37-3 and Attached Tables 1, 2, 2-2 and 2-3 of the Enforcement Decree)

As related to this, the scope of change registration and change report of location information business, etc. were stipulated. The scope of the business plan submitted at the time of applying for the change registration of personal location information business is restricted to changes to important part of the location information system, and the scope of business plan submitted at the time of the change report of the object location information business and location based service business is limited to changes in important parts when the location information system is changing. (Articles 5(2), 5-2(2) and 9 of the Enforcement Decree)

Second, matters related to the standards for imposing penalty surcharges and administrative fines and the detailed criteria for administrative measures pursuant to the amendment of Articles 13 and 14 of the Location Information Act are clearly stipulated.

Specifically, the revenue related to a violation is stipulated as the average annual revenue of the 3 immediately preceding the fiscal year for the services related to the violation, and criteria in case of calculating the revenue is difficult due to not having business performance or damages to the materials for calculation, etc. is also provided. (Amended Articles 15, 16(1), 17(1), 19(1), Attached Tables 3, 4 and 5 of the Enforcement Decree, deleted Article 18)

Also, publicly announcing the imposing of the corrective order pursuant to Article 36-2 of the Location Information Act and the method of disclosing the corrective order are stipulated. (Newly added Article 34-3 and 35-1 of the Enforcement Decree)

Third, the technical protective measures of the location information were reinforced to prevent leak, abuse or misuse of the location information, and prepared the procedures to establish and disclose personal location information processing policy and procedures and the method of destroying the location information.

On the other hand, the inspection items, method and procedures are specified as the Location Information Act the newly added inspection on the location information businesses, etc. (Amended Articles 20(2) and 21 and Newly added Article 26-3, 25-2 and 34-2 of the Enforcement Decree)

[Table III-72] Main Terms of Amendment to the Enforcement Decree on the Location Information Act

Classification	Major Terms of Amendment
① Alleviating the entry regulation for location information	- Amend the registration procedure and evaluation criteria, etc. (Articles 2, 3, 4, 5, 6, 14, 37-2, Attached Tables 1, 2, 2-2 and 2-3, amended) - Stipulate the scope of change registration and change report (Articles 5(2), 5-2(2) and 9)
② Reinforce protection measures on personal location information	- Reinforce the technical protective measures of location information to improve the prior notice of inspection (Articles 20(2), and 21)
	- Establish the personal location information processing policy and procedure for disclosure (Article 25-2, newly added)
	- Prepare the method and procedure for destroying location information (Article 26-3, newly added) - Specify procedure for inspection on the registration of location information business, etc. (Article 34-2, newly added)
③ Reinforce follow-up management supervision system	- Clarify the criteria for imposing a penalty surcharge and administrative fine (Articles 15, 16(1), 17(1), 19(1), Attached Tables 3, 4, 5, amended; Article 18 deleted)
	- Stipulate the public announcement of the corrective orders imposed, and the method of disclosing the corrective order (Articles 34-3, 34-4, newly added)
④ Newly establishing the Location Information Industry Association	- Korea Location Information Industry Association's approval procedure and business scope (Article 33-2, newly added)

The Commission prepared the draft amendment to the Enforcement Decree through a research group composed of experts to guarantee the effectiveness of execution and to realize the purpose of the amended Location Information Act, and the location information needs to be protected safely because the damage from the invasion of privacy is severe. Quick follow-up measures to create an environment where location information is protected and can be used. The amended Enforcement Decree will be discussed with the relevant agencies and evaluated by the Office of Legislation, etc.

### 3) Awards Ceremony for the Location Based Service Contest for 2021

The Commission has selected 25 excellent business models and presented awards, as part of a project to discover an excellent location-based business model on Dec. 16.

The Commission held a location based service contest for entrepreneurs to be and start-ups, etc. since 2017 to uncover excellent location-based business models, and provide support to the selected companies, such as patent application, marketing promotion, etc.

[Table III-73] Companies Awarded at the Korea Location-Based Contest

Classification	2017	2018	2019	2020	2021
No. of Companies	12	17	20	20	25

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A total of 169 teams entered the 2021 Korea Location-Based Contest, held from May 17 to Jun. 30 this year, and a total of 25 teams were selected for best excellence, excellence, honors and special awards after the document presentation evaluation.

[Table III-74] Winners of 2021 Korea Location-Based Service Contest

Classification	Award	Team Name	Description
Grand Prize (KRW 20 mil.)	KCC Chairman's Award	Neostech Co., Ltd.	Underground Location Service
Best Excellence (KRW 10 mil.)	KISA President's Award	Shopl & Co.	Location-based quarantine and work confirmation solution using QR stickers
	KISA President's Award	Anyractive	Mobility, mobile-based AR advertising display, ARAD
	KISA President's Award	Star Pickers	Mobility detailed control service, rider log
Excellence (KRW 5 mil.)	KISA President's Award	AD	AI-based mobile media-advertising matching optimized service, Dalgo
	KISA President's Award	Dr. Now	Region-based non-face-to-face treatment and prescription delivery
	KISA President's Award	Avocado Land	Location-based sensibility map SNS
	KISA President's Award	Sagolink	Location-based traffic accident response and processing service
	KISA President's Award	Optic Life	Location-based online contact lens purchases
	KISA President's Award	Team Work	On-site location-based building information remodeling service
Honors (KRW 2.5 mil.)	KISA President's Award	Reason Coop	Traffic and tourism-vulnerable navigation using location information
	KISA President's Award	10 People	Location-based pet's fat prevention IoT to prevent abandonment
	KISA President's Award	Nitso Data	Location control service specialized for mixer trucks
	KISA President's Award	Otkit	Visited place recording using indoor positioning technology based SNS
	KISA President's Award	C&TR	Location-based trailer control and sharing service
	KISA President's Award	Geo Plan	UWB location position technology-based digital guide map
	KISA President's Award	Field Share	Location-based sports facility search and reservation
	KISA President's Award	Coconut Silo	Big data-based mobile truck maintenance platform
	KISA President's Award	Billyo	Contents space reservation & community vitalization platform
Special Awards (KRW 1 mil.)	KISA President's Award	Rumor	Location-based region-centered voice chat-type social platform
	KISA President's Award	Wesop	Employee and place of business management specialized in franchises
	KISA President's Award	Yellow Knife	Location-based multi-lingual non-face-to-face bike tour guide
	KISA President's Award	Vanple	Car camping information service
	KISA President's Award	Parallel Space	Region-based non-face-to-face visit and real estate transaction metaverse platform
	KISA President's Award	ISAR	Information on the forest trail nationwide

First, the grand prize (KCC Chairman’s Award) was awarded to Neostech, Co., Ltd. that provides monitoring service within the construction site by collecting and analyzing data, such as the location information of workers and a harmful gas leak, etc. based on low energy bluetooth.

The best excellence award (KSA President’s Award) was awarded to three companies: Star Pickers who developed a service that controls micro-mobility, such as a two-wheeled vehicle and kick-board, etc., to recognize illegal/violent driving and accidents, and connects to automatic reporting; Shopl & Co. providing location-based quarantine and a work confirmation solution using QR stickers, and to Anyractive, that provides AR advertising according to the location of the public transportation users and AR advertising using the smartphone after getting off the public transportation.

The grand prize winner receives KRW 20 mil. along with the certificate of award, and the best excellence prize winners are awarded KRW 10 mil. along with the certificate of award.

The Commission will support to promote a new business model with the location-based start-ups that converge with new technologies, such as automated driving and AI, etc., as the non-face-to-face society continues since the start of COVID-19, and will strive to protect and safely use the location information to conform to the data-based economy.

[Figure III-115] Online Discussions



#### 4) Inspection of Lifestyle Location Information Service

The Commission inspected the compliance of the Location Information Act by major lifestyle location information services.

As of the end of Feb. 2021, the Commission oversees a total of 2,015 location information businesses, including 275 location information business and 1,740 location-based service businesses. As the scope of using the location

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information, such as IoT and big data, etc. are spreading to the entire industry, the number of location information businesses are increasing each year.

This year, an inspection was implemented with Korea Internet & Security Agency (KISA) on services with a large number of users in the five focused areas of (1) parking management, (2) child safety management, (3) map and traffic, (4) delivery and (5) shared mobility, etc. where the location information is closely used in people's lives.

First, from Mar. the Commission looked into whether the apps providing parking related services have violated the Location Information Act, such as technical and managerial measures to protect the local information, etc. and took strict measures on the violations of the law.

Especially for some parking management apps, as there were cases of exposing the parking location information of cars owned by others, the Commission imposed administrative guidance to stop the concerned function first in order to prevent user damage. Currently, the concerned function is suspended, and a fact finding investigation has begun.

[Table III-75] Inspection on the Location Information Service Close to the Daily Lives and the Results

Area	Businesses	Inspection Period	Progress
Telecommunications Businesses	SKT, KT, LGU+	Oct. ~ Dec., 2020	Administrative sanction (Feb. 3) - Administrative fine (3), Recommended improvements (3)
Chatting Apps	189 Random Chatting App (227) Businesses	Mar. ~ May	Requested investigation on businesses that did not report the location-based service business (90) (May, 2021)
Parking Management	7 including, Parking Cloud, Hi Green Parking, T-Map Mobility, Kakao Mobility, etc.	Apr. ~ Aug.	Administrative sanction (Oct. 27) - Penalty surcharge (2), administrative fine (2), recommended improvements (4)
Child Safety	8 including, Mobile Fence, Safery, JT Communications, Jiran Soft, etc.	Sep. ~ Nov.	Written inspection (Sep.) and on-site inspection (Oct.-)
Delivery	10 including, Coupang, Baemin, Yogiyo, etc.		
Shared Mobility	10 including, Hyundai Capital, SoCar, Green Car, etc.	Dec.	Written inspection (Dec.)

Moreover, during the last inspection of the state administration, it was pointed out that even though the chatting app services, known as random chatting apps, use locational services, but their management and supervision are insufficient. As such, the Commission uncovered and took measures on the businesses that did not report the location-based service business, by collaborating with the relevant agencies, such as the Ministry of Gender Equality and Family\* to minimize any side effects from the random chatting apps.

\* MOGEF ordered correction to 74 random chatting apps, from 277 for violating the Youth Protection Act (Dec. 31, 2020)

### 5) Quality Evaluation Results of the Location Information for Emergency Rescue in 2020

The Commission presented the result of the quality evaluation on location information used for emergency rescue by the emergency rescue agencies (National Fire Agency, Korea Coast Guard) and the police agencies.

The location information quality was measured from Sep. to Dec. 2020 on each positioning technology (base station, GPS, Wi-Fi) of three mobile communications business operators and other terminal devices and measured how fast and accurate the location information is provided when the GPS and Wi-Fi functions of the terminal device, which were turned 'off,' is temporarily turned 'on.'

The Commission is measuring the quality of the location information for emergency rescue since 2019 to support the quick and accurate rescue activities of the emergency rescue agencies and the police agencies and the result is disclosed to encourage the three mobile communications business operators to improve the quality of the location information for emergency rescue.

The success rate on providing the emergency rescue location information of three mobile communications business operators are 82.9% for the GPS method and 82.3% for the Wi-Fi method. As compared to 2019, the success rate, response time and accuracy on each positioning method, such as GPS, Wi-Fi and base station, have all improved overall.

The result of the GPS method measurements show that: SKT had the best location success rate of 94.4%, followed by 93.1% for KT and 61.1% for LGU+. KT was best for the location accuracy with 34.5m, followed by SKT with 39.5m and LGU+ with 82.2m. On the other hand, LGU+'s location success rate and location accuracy needed improvements. As compared to 2019, the average GPS location success rate of the three mobile communications business operators have improved from 60.3 m to 62.5m.

[Table III-76] Result of the Quality Evaluation on the Location Information for the Emergency Rescue of Three Mobile Communications Business Operators (GPS Method)

Businesses	Location Success Rate(%)		Location Accuracy(m)		Location Response Time(Sec.)	
	2020	2019	2020	2019	2020	2019
SKT	94.4	91.2	39.5	43.2	10.8	10.4
KT	93.1	91.0	34.5	42.7	11.6	17.3
LGU+	61.1	59.7	82.2	81.2	11.8	11.6
Total	82.9	80.6	60.3	62.5	11.4	13.1

① Success Rate: Ratio of receiving location information that satisfies both the distance (within 50m) and response time (within 30 sec.) among all the location information requests

② Accuracy: among the total distance deviation value from the actual locational coordinate and the positioned locational coordinate, the distance deviation corresponding to 90% from the smallest distance deviation

③ Response Time: the time from requesting the location information to the time receiving the location information

The result of the Wi-Fi method measurements show that: the location success rate was 97.4% for KT, 97.2% for SKT and 52.3% for LGU+, the location accuracy was 30.2m for SKT, 33.0m for KT and 90.2m for LGU+. SKT and KT had satisfactory results, but LGU+ needed to make improvements. As compared to 2019, the location success rate improved from 80.7% to 82.3%, and the location accuracy improved from 65.2m to 61.9m.

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[Table III-77] Result of the Quality Evaluation on the Location Information for the Emergency Rescue of Three Mobile Communications Business Operators (Wi-Fi Method)

Businesses	Location Success Rate (%)		Location Accuracy (m)		Location Response Time (Sec.)	
	2020	2019	2020	2019	2020	2019
SKT	97.2	93.9	30.2	33.3	5.0	5.7
KT	97.4	90.7	33.0	46.2	7.6	9.5
LGU+	52.3	57.4	90.2	87.5	8.1	10.3
Total	82.3	80.7	61.9	65.2	6.9	8.5

The results from the base station measurement show that: location accuracy was 70.0m for SKT, 142.4m for KT and 485.6m for LGU+, and the location response time was 1.6 sec. for SKT, 1.9 sec. for KT and 2.3 sec. for LGU+. SKT and KT had satisfactory results, but LGU+ needed to make improvements. As compared to 2019, the Wi-Fi location accuracy improved from 264.0m to 225.5m, and the location response time improved from 2.8 sec. to 1.9 sec.

[Table III-78] Result of the Quality Evaluation on the Location Information for the Emergency Rescue of Three Mobile Communications Business Operators (Base Station Method)

Business	Location Success Rate (%)		Location Accuracy (m)		Location Response Time (Sec.)	
	2020	2019	2020	2019	2020	2019
SKT	-	-	70.0	117.5	1.6	2.0
KT	-	-	142.4	167.8	1.9	3.9
LGU+	-	-	485.6	459.1	2.3	2.5
Total	-	-	225.5	264.0	1.9	2.8

※ Success rate was not measured because due to the nature of the base station position technology, satisfying the distance (within 50m) is difficult

The result of the quality measurement of location information of the terminal devices other than the three mobile communications business operators show that the base station location information is provided to foreign terminal devices (foreign manufacturer), no-contract (released in the open market), MVNO (reseller) and USIM changed terminal devices (switching mobile phone carriers).

However, GPS and Wi-Fi location information was partially provided, depending on whether the application of the position technology of the terminal device was in use, but is gradually making improvements since 2019.

In case Apple iPhone 11, the location information is provided only during emergency calls for GPS and the location information is provided for Wi-Fi as the positioning module of the three mobile communications business operators is not applied. Xiaomi Mi10 and Huawei P40 Pro do not provide location information for both GPS and Wi-Fi, as the positioning module of the three mobile communications business operators is not applied.

[Table III-79] Results from the Location Information Quality Measurement of the Other Terminal Devices

Classification	Base Station		GPS		Wi-Fi	
	2020	2019	2020	2019	2020	2019
Foreign Phone	Provided	Provided	Not Provided	Not Provided	Not Provided	Not Provided
No-Contract Phone	Provided	Provided	Partially Provided	Partially Provided	Partially Provided	Partially Provided
MVNO	Provided	Provided	Partially Provided	Provide	Partially Provided	Not Provided
USIM Changed Phone	Provided	Provided	Provided	Partially Provided	Partially Provided	Not Provided

#### d. Providing a Safe Personal Authentication Service

##### 1) Review of the Designation of the Personal Authentication Service Provider for 2021

The Commission implemented the review of the designation of the personal authentication service provider for 2021 to strengthen the safety and reliability of the personal authentication method and to improve the users' convenience and option.

Security and safety, etc. of the personal authentication service was inspected with the personal authentication service providers, such as I-Pin, credit card companies, communications business operators, etc. and the inspection on 19 providers are completed.

An online information session for the personal authentication service providers were held, and provided information on the legal system, schedule of the review and preparing the application materials, etc. to the applying providers\*.

The Commission accepted an application for the review of the designation from Jun. 7~9, according to the plan to review the designation of the personal authentication service providers for 2021 released on May 18. Kookmin Bank and Viva Republica submitted the application, and the Commission conducted the document evaluation and the on-site inspection for the two companies.

[Table III-80] Status on the Designation of Identity Authentication Institutions

Alternative ID	Identity Authentication Institutions
I-Pin (3)	NICE, SCI Information Service, Korea Credit Bureau
Mobile Phone (3)	SK Telecom, KT, LG U+
Credit Card (8)	Kookmin Card, Lotte Card, BC Card, Samsung Card, Shinhan Card, Hana Card, Hyundai Card, Nonghyup Bank
Certificate (6)	Koscom, Korea Information Certificate Authority, Korea Electronic Certification Authority, Korea Financial Telecommunications & Clearing Institute, KTFNET, Viva Republica (Toss)

[Figure III-116] Regular Review of the Personal Authentication Service Providers for 2021

구분	주요내용	1월	2월	3월	4월	5월	6월	7월	8월	9월	10월	11월	12월
사전준비	정기/이행점검 추진계획 마련												
	정기점검 설명회		아	휴	인			신					
정기점검	기준 정비 및 점검단 구성		아	휴	인			신					
	모의침투 진행		아	휴		인		신	신				
	취약점점검 진행		아	휴	인			신	신				
결과배포	현장실사 진행			아	휴		인		신	신	신		
	점검결과 기관 안내			아		휴		인			신		
사후관리	심사 결과에 따른 기관소명				아	휴		인				신	
	기관별 보완사항 개선조치				아	휴	휴	인	인	인	인	신	신
이행점검	보완사항 개선조치 이행점검				신			휴				인	

※ ■ 아이핀 / ■ 휴대폰 / ■ 인증서 / ■ 신용카드

## 5. Strengthening the Protection of Online Platform Users

### a. Legislation of the Platform User Protection

#### 1) Enactment of the Act to Protect the Users of the Online Platforms

The Commission used wait & see strategy for the online platform to protect the innovation of a new industry, rather than indiscriminate regulations; however, as the influence of the online platform is spread through politics, economy and culture, such as SNS, search, shopping, digital media, etc., with the expansion of non-face-to-face services, we are promoting to establish a regulatory system centered on the 「Act to Protect the Users of Online Platforms」 proposed by Jeon Hyesuk, member of Science, ICT, Broadcasting and Communications Committee, the National Assembly. This is to establish a minimum regulatory system for the large platform businesses to establish a healthy ICT ecosystem that protects the rights and interests of the businesses that use the platform and the end-users.

The Commission held a discussion on the Act to Protect the Users of Online Platform on Feb. 5, 2021 to collect the opinions of academia, government, congress, companies, user groups, etc. and discuss the methods of creating a fair competition environment in the platform market and to protect the users.

[Figure III-117] Discussion on the Act to Protect the Users of Online Platforms



The purpose of enacting the Act to Protect the Users of Online Platforms and the major terms were explained and the opinions of the stakeholders were collected. Also, the Legislation Forum was launched on Jun. 10, 2021 to establish a direction on establishing the legal system for the online platforms by academia, legal community and the government and to promote a system to protect the rights and interests of the online platform users and fair competition of the related industries, and 10 meetings were held.

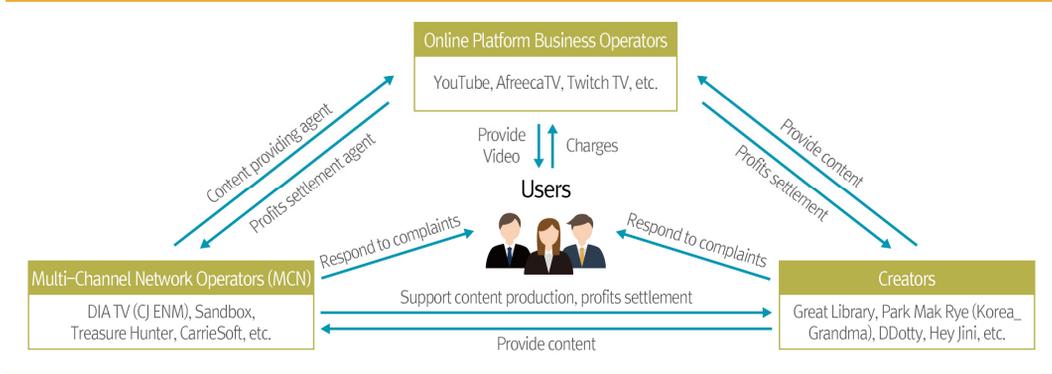
The Commission has completed a discussion with the relevant agencies, including FTC, MSICT and Personal Information Protection Commission, etc. since Jul. of this year. Also, we reviewed the regulatory system and reasonableness of the terms of the 「Act to Protect the Users of Online Platforms」 by reflecting the opinions of the industry and the experts from the legislation forum of the online platform, prepared a means of supplementation based on the opinions collected thus far, and submitted it to the subcommittee on the legislation of Science, ICT, Broadcasting, and Communications Committee (SICTBCC) of the National Assembly on Nov. 25, 2021.

We plan to actively support the legislation of the 「Act to Protect the Users of Online Platform」 and focus on creating a fair competition environment of the online platform industry and protecting the rights and interests of the businesses using the platform and the end users.

## 2) Guideline for the Co-Existence of Online Platform and Creators, and the Protection of Users

The Commission prepared a guideline for the co-existence of an online platform and creators and the protection of the users on Feb. 24, and will be implemented from Mar. 25, 2021.

[Figure III-118] Structure of the Current Online Platform Video Contents Distribution Market



It has been pointed out that during the video contents distribution process in the online platform market, the online platform businesses or multi-channel network businesses forced an unfair contract execution with the creators, and there were cases of deleting the contents without prior notice, etc.

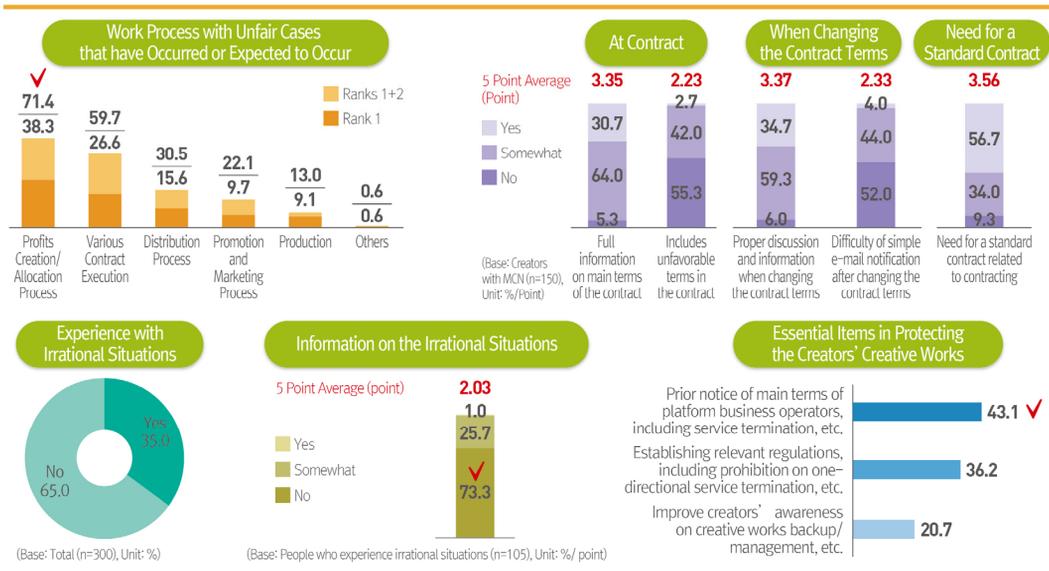
The Commission determined that a foundation to protect the creators and the users are needed as the influence of the online platform market is increasing in our everyday lives, and in Mar., we prepared an improvement plan by organizing a research group composed of academia, civic groups, legal advisory in the broadcasting and communications area.

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Also, opinions were shared between creators and multi-channel network businesses between May and Jun. 2020, and for two months from Sep., a survey was conducted with 300 creators. Through this process, we were able to understand their economic activities, determined factors or unreasonable cases harming the development of the creator industry and collected opinions to create a creator industry ecosystem.

Afterwards, this guideline (proposal) was prepared by collecting the opinions of various stakeholders, including online platform businesses, multi-channel network businesses and creators, etc.

[Figure III-119] Main Contents from the Creator Industry Survey (of 300 Creators)



The Commission prepared the guideline by focusing on preventing unfair discrimination during the contract execution and damage of creators and users, and promoting the online platform market's autonomous function related to the distribution of video contents.

The main terms of the guideline are (1) 'strengthening the fairness of the contract', such as a written contract execution, prior notice for important changes and the prohibition on forcing unfair contracts, (2) 'securing transparency in contents distribution,' such as prior notice on suspension, change or the deletion of contents and prohibition on the discrimination when recommending contents, (3) 'protecting creators who are minors,' such as prohibition on discriminating contract with a creator who is a minor and prohibiting a delay in payments, and (4) 'protection of users,' such as prohibiting unfair, false, exaggerated advertising, guaranteeing the user's right to use contents and destroying the user's personal information when suspending the service, etc.

[Figure III-120] Press Releases Related to Guidelines on the Co-Existence of Online Platforms and Creators and Protection of Users

Commission News (Feb. 24), Guideline Prepared	Contents of the Guideline	Card News
 <p><b>방송통신위원회</b> 2021년 2월 24일(수) 배포(서울주최) 방송통신, 방송기자협회, 한국방송기자협회의 공동 주최로 2월 24일(수) 오후 2시 30분부터 4시 30분까지 서울특별시 강남구 테헤란로 112 방송통신위원회 대회의실에서 개최된 '온라인 플랫폼-크리에이터 상생 및 이용자 보호 가이드라인 마련' 관련 기자회견을 보도한 뉴스입니다.</p> <p><b>방송통신위원회(위원장 한성진, 이하 방송통신)는 2월 24일 「온라인 플랫폼-크리에이터 상생 및 이용자 보호 가이드라인(이하 "가이드라인")」을 마련하고, 2021년 3월 25일부터 시행한다고 밝혔다.</b></p> <p>&lt; 원형 온라인 플랫폼 운영상 콘텐츠 유통 시장 구조 &gt;</p> 	<p><b>온라인 플랫폼-크리에이터 상생 및 이용자 보호 가이드라인</b></p> <p><b>제1장 총칙</b></p> <p><b>제1조(목적)</b> 이 가이드라인은 운영상 콘텐츠(이하 "콘텐츠"라 한다)가 공정하고 투명하게 유통될 수 있는 온라인 플랫폼 환경을 조성함으로써 플랫폼 생태계의 건전하고 지속가능한 발전과 플랫폼 이용자의 보호에 이바지함을 목적으로 한다.</p> <p><b>제2조(정의)</b> 이 가이드라인에서 사용하는 용어의 뜻은 다음과 같다.</p> <ol style="list-style-type: none"> <li>1. "온라인 플랫폼"이란 이용자 간에 의사소통 및 정보 교환, 재와 등의 또는 디지털콘텐츠의 거래 등 상호작용을 매개하기 위해 전기통신설비와 컴퓨터 및 컴퓨터의 이용기술을 활용하여 정보를 수집, 가공, 저장, 검색, 송신 또는 수신하는 정보통신계를 말한다.</li> <li>2. "온라인 플랫폼 사업자"란 온라인 플랫폼을 구축·운영하는 사업자를 말한다.</li> <li>3. "크리에이터"란 온라인 플랫폼을 통하여 정보, 재물, 수익 창출, 커뮤니티 운영 등의 목적으로 콘텐츠를 제작하거나 제작을 지원자는 자를 말한다.</li> <li>4. "다중의 멀티플랫폼 사업자"란 콘텐츠의 기획, 편집, 관용, 유통, 관리, 수익 관리 등 여러 온라인 플랫폼을 통해 크리에이터의 콘텐츠 유통을 업으로 하는 사업자를 말한다.</li> </ol>	 <p>2021.2.24</p> <p><b>방송통신위원회가 온라인 플랫폼 시장에서 크리에이터 및 이용자 보호에 적극 나서겠습니다!</b></p> <p>방송통신위원회</p>

[Table III-81] Main Items of the Guideline

Classification	Description
Fairness of Contract	- Written contracts (including electronic documents), and prior notice for any changes in the contract terms
Transparency of Contents Distribution	- Prior notice must be provided when temporarily suspending, blocking or deleting the contents, and no unfair discrimination in recommending the contents
Clear Profits Settlement	- Stipulate the standards for settling profits and expenses in writing in advance, and payments should be made pursuant to the terms of the contract and within the deadline
Protection of Copyright, Etc.	- The rights on the contents vest with the creator, unless agreed to otherwise, and conditions on derivative products must be agreed to in advance
Protecting Creators who are Minors	- Cannot delay or refuse the payment of consideration to children and youth creators, and cannot force discriminating contract conditions
Protecting the Users	- No unfair, false or exaggerated advertising, prior notice must be provided to take the measures to destroy the personal information of the users when suspending or terminating the service
Complaints Processing	- In case of damage to the user, prepare a complaints response system so fast and accurate damage relief can be provided

## b. Creating a Win-Win Environment for Platforms

### 1) Protecting the Businesses Using Online Platforms Suffering from Malicious Reviews

The Commission has prepared and implemented five policy plans to protect the users, such as businesses using an online platform, etc. suffering from malicious reviews.

As the non-face-to-face transactions have increased on online platforms, such as the delivery app and lodging app due to COVID-19, etc., reviews or ratings of the users have become an important marketing method. However, some users give a malicious review or rating to the businesses using the online platform based on false information, etc., and ask for a refund or material consideration, etc. from the businesses. Most of the businesses using the online platforms are small businesses and are suffering damages from these malicious reviews and ratings.

※ A user who received food through the delivery platform of Company A and has asked for a refund from the restaurant owner the next day and left a bad review with a 1-star rating. The user also asked the platform for a refund and apologies from the restaurant owner, and the restaurant owner died from a cerebral hemorrhage during the process.

As such, the Commission prepared the following five policy plans to prevent damage to the businesses using the online platforms and guaranteeing the end-users' right of choice.

First, improving the legal system, such as the guideline to improve the review and ratings system. Review and ratings is an important business tool for business owners using online platforms, and it has great influence on the choice of the en-user. As such, we are preparing a guideline to improve the review and ratings system of the platform service so that everyone can use the review and ratings system in a fair and transparent manner.

To resolve the problem quickly, the guideline will be prepared first to encourage the businesses to comply voluntarily, but in the long term, consider stipulating the prohibited acts within the Telecommunications Business Act.

Second, expanding the user protection performance evaluation under the Telecommunications Business Act. The Commission newly included nine value added communications business operators to the online delivery and shopping platforms to the evaluation<sup>22)</sup>. Also, the evaluation criteria and manual were improved in consideration of the characteristic of the service sector, and encouraged the operation of the review and ratings system to contribute to the enhanced rights and interests of the users.

To improve the effectiveness of the guideline to improve the review and rating system of the platform services, when evaluating the user protection, we considered giving positive/negative points for complying with the guideline.

Third, the one-stop damage relief for the businesses using platforms and the users is promoted. The damage relief of the platform service require the system and policy of several areas, and the Commission plans to implement support in administrative, private legal and private areas, as well as providing counseling and advisory support. Especially, the damages incurred while using the platform services will be accepted, for all areas, and the Commission will directly respond or connect to a relevant institution or organization.

For this, we plan to conduct a discussion on creating a hot-line and joint response, etc. by considering the scope of the relevant organizations. On the other hand, we plan to utilize an 'AI-based chat-bot consultation' by analyzing the

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22) Coupang, Naver Shopping, Baemin, Netflix, Africa Tv, Wavve, etc.

damages that occur frequently, and the accumulated consultation cases will be published as a handbook to provide information on internet damages and will be used to improve the system in the future.

Fourth, we will amend the Information and Communications Network Act to prevent damage from malicious reviews and ratings. We have prepared the amendment to the Information and Communications Network Act with a purpose to prevent the businesses using online platforms from malicious reviews and ratings and to curb economic damage from exaggerated or deceptive information. The large online platform businesses over a certain size are subjected to the amendment, and if certain criteria are met, such as clearly exaggerated and/or deceptive information and unrecoverable damage is expected, etc., measures must be taken to prevent the distribution of the concerned information, and details and the procedures for the necessary measures will be specified in the future by collecting the opinions of the stakeholders, etc.

Fifth, we prepared a separate regulatory system to protect the businesses using platforms and the users. Recently at the SICTBCC of the National Assembly, the legislation of the Act to Protect the Users of an Online Platform is in process to promote the fair competition of the online industry and to protect the users, in line with the changing ICT environment due to the enlarged influence of an online platform, etc. Once the Act is enacted, the government can recommend to stipulate the rights and obligations related to the transaction between the platform businesses and the user businesses, and a platform dispute resolution committee is created to quickly and efficiently resolve disputes among platform businesses, user businesses and end-users.

Also, an act of unfairly imposing unreasonable or discriminating conditions or restrictions on the user businesses by platform businesses is also prohibited. As such, the Commission will support the creation of a harmonious co-existence environment between the online industry's businesses and users through a swift legislation of the relevant laws.

[Figure III-121] Media Coverage Related to the Guideline to Improve the Platform Services' Review and Ratings System

Preparing Plans to Protect Users	Joonang Daily (Jul. 12, Making a Guideline)	O2O Service Survey (Draft)																		
 <p><b>보도 자료</b></p> <p>2021년 7월 11일(월) 12시44분 (2021년 7월 12일(화) 09시44분) 보도청에 주시기 바랍니다.</p> <p>세계망 : 2021.7.9.(과)</p> <p>문의 : 이봉자정책국 이봉자정책총괄과 배준환 과장 (02)2110-1510 김혜숙 사무관 (02)2110-1511 이봉자정책국 통신시정조사과 진성철 과장 (02)2110-1530 홍익호 사무관 (02)2110-1531 이봉자정책국 이봉자보호과 이소리 과장 (02)2110-1540 조우연 서기관 (02)2110-1548 윤성수 사무관 (02)2110-1549</p> <p><b>방통위, 악성리뷰로 고통받는 온라인 플랫폼 이용사업자 보호한다</b> - 리뷰·별점 관련 가이드라인, 온라인 플랫폼 관련 법령비 등 5대 방안 마련 추진 -</p> <p>방송통신위원회(위원장 한성혁, 이하 방통위)는 악성리뷰, 별점테러의 사각지대에 놓인 온라인 플랫폼 이용사업자 등 이용자 보호를 위해</p>	 <p><b>배달앱 별점테러 악성리뷰 차단, 정부서 가이드라인 만든다</b></p> <p>이전 안 · 가입력 2021.07.12 02:00 · 가인용 · 스님 · 권영준 · 김민</p> <p>오래된 가 입</p> <p><b>폭력 간수 톱 담당 기관 배운 홍보</b> 영동위, 정보통신망법 개정 추진</p> <p>치킨집을 운영하는 A씨는 지난 6월 이른바 '간성 손님'으로부터 별점 테러를 당했다. 이 손님은 4인용 상상의 세트 메뉴를 배달 주문한 뒤 "음식에서 할 수세가 나왔다"며 항의했다. A씨는 "대장에서 할 수세임을 사용하지 않는다"고 반박했지만 별점이 갈수록 급박을 쫓아내려 했다.</p> <p>하지만 글이 먹다 남은 음식에 담겨공포를 버려 줄은 시간과 함께 막장 리뷰가 올라왔 다. 결국 환불이 아니라라는 이유에서였다. 이어 A씨는 이 손님으로부터 세 개의 다른 방문</p>	<p><b>온라인 플랫폼 리뷰 별점제도 관련 이용사업자 설문조사</b></p> <p>안녕하십니까? 저희는 방송통신위원회 한예리차이로총합인 조희용 방위 온라인 플랫폼의 리뷰 별점제도의 의견을 취합하여 이용사업자 여러분의 의견을 조사하고 있습니다.</p> <p>본 조사의 결과는 연구목적 이외의 다른 용도로 절대 사용되지 않으며, 통계법 제33조(비밀의 보호) 및 개인정보처리방침에 따라 엄격히 보호됩니다.</p> <p>이메일로도 설문 시간을 내 설문에 참여하시면 감사하겠습니다.</p> <p>2021년 7월</p> <p>주요담당: 이봉자정책국 이봉자정책총괄과 배준환 과장 (02)2110-1510 김혜숙 사무관 (02)2110-1511 이봉자정책국 통신시정조사과 진성철 과장 (02)2110-1530 홍익호 사무관 (02)2110-1531 이봉자정책국 이봉자보호과 이소리 과장 (02)2110-1540 조우연 서기관 (02)2110-1548 윤성수 사무관 (02)2110-1549</p> <p><b>온라인 플랫폼 서비스는?</b></p> <ul style="list-style-type: none"> <li>- 온라인을 통한 일상생활 서비스 제공(이동 서비스, 배달, 예약 등)</li> <li>- 온라인 거래(구매, 예약, 예약 등)</li> </ul> <p>다음을 선택해서 답변을 부탁드립니다.</p> <table border="1"> <thead> <tr> <th>구분</th> <th>O2O 서비스</th> <th>O2O 서비스(주요)</th> </tr> </thead> <tbody> <tr> <td>가장 많이 이용하는 서비스</td> <td>배달 앱</td> <td>예약 앱</td> </tr> <tr> <td>가장 많이 이용하는 서비스</td> <td>예약 앱</td> <td>배달 앱</td> </tr> </tbody> </table> <p>다음을 선택해서 답변을 부탁드립니다.</p> <table border="1"> <thead> <tr> <th>구분</th> <th>O2O 서비스</th> <th>O2O 서비스(주요)</th> </tr> </thead> <tbody> <tr> <td>가장 많이 이용하는 서비스</td> <td>배달 앱</td> <td>예약 앱</td> </tr> <tr> <td>가장 많이 이용하는 서비스</td> <td>예약 앱</td> <td>배달 앱</td> </tr> </tbody> </table>	구분	O2O 서비스	O2O 서비스(주요)	가장 많이 이용하는 서비스	배달 앱	예약 앱	가장 많이 이용하는 서비스	예약 앱	배달 앱	구분	O2O 서비스	O2O 서비스(주요)	가장 많이 이용하는 서비스	배달 앱	예약 앱	가장 많이 이용하는 서비스	예약 앱	배달 앱
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가장 많이 이용하는 서비스	예약 앱	배달 앱																		

## 2) The Third Internet Mutual Development Council, Proposing to Strengthen the Users' Damage Relief

The Commission organized and operated the 3<sup>rd</sup> Internet Mutual Development Council from Jul.~Dec. 2020 to create a place to discuss strengthening the user-centered internet ecosystem, promoting new services, etc. as the conversion into digital economy is accelerating, and after the six-month operation has ended, the final report was submitted to the Commission.

\* Advisory council composed of 31 members from the consumer/civic groups, experts in communications, medial, law and economy, domestic and overseas companies, research institutions and government, etc., and discussed the policy plan for strengthening the user-centered internet ecosystem and promoting new services.

[Table III-82] Council Member Composition Criteria and Method

Classification	Criteria/ Method
Experts (14)	Appoint private experts in ICT, law, management and economy, etc.
Consumer/Civic Groups (3)	Appoint from recommendations from consumer/civic groups
Internet and Communications Company (9)	Appoint 1 each from the internet companies (6 companies) and communications businesses (3 companies)
Related Organizations (3)	Appoint 1 each from associations related to the internet
Government (2)	2 directors from either government ministry or department related to internet policy

[Table III-83] Agenda and Major Discussions

Session	Agenda	Major Discussion Topics
1st (Jul. 23, 2020)	Council operation plan and keynote presentation	<ul style="list-style-type: none"> <li>- Council operating plan and operating rules</li> <li>- Trend in the digital economy of the post-COVID-19 era</li> <li>- Change of the internet use environment and user protection plan from the great transformation into the digital economy</li> </ul>
2nd (Sep. 3, 2020)	Enhancing new-type of user damage response and user-centered ecosystem	<ul style="list-style-type: none"> <li>- App market, subscription economy and simply payment service status and plan to improve the system</li> <li>- Right to request an explanation on the right to move data and automated decision-making</li> </ul>
3rd (Oct. 12, 2020)	Enhancing new-type of user damage response and user-centered ecosystem	<ul style="list-style-type: none"> <li>- Analyze the amended Telecommunications Business Act related to regulating the app market and desirable policy direction</li> <li>- Major issues and implications of EU's digital service act</li> <li>- Digital embracing policy direction in response to the vitalization of non-face-to-face industry and technology sophistication</li> </ul>
4th (Nov. 5, 2020)	Vitalize internet ecosystem	<ul style="list-style-type: none"> <li>- Policy plan to promote 5G network investment and service vitalization</li> <li>- Promotion policy for the vitalization of convergence services</li> </ul>
5th (Dec. 7, 2020)	Enhancing new-type of user damage response and user-centered ecosystem	<ul style="list-style-type: none"> <li>- Cases of new services based on the algorithm economy and policy plan</li> <li>- Competition and privacy issues related to big data</li> <li>- Major issues with online advertising, such as back-up advertising and false and exaggerated advertising on live commerce, etc.</li> </ul>
6th (Dec. 31, 2020)	Final Report (in writing)	Confirm the final report of the Internet Mutual Development Council

The Commission presented the measures on (1) enhancing the new-type of user damage response and the rights and interests of users, (2) strengthening the user-centered ecosystem, and (3) plans to promote 5G and new services.

To enhance the response to the new-type of user damage and the rights and interests of the users, first (1) information provision to protect the users of subscription economic services must be strengthened, and (2) voluntary management measures of the platform businesses to respond to the user damages related to back advertising and false and exaggerated advertising on live commerce are required. Also, (3) plans to improve the system to provide an explanation on the algorithm and the right to choose to the user were requested.

The council agreed that to strengthen the user-centered internet ecosystem, (1) the market dominating app market businesses should be prohibited forcing or coercing the users to not use other payment methods or to refuse to provide contents to other app market businesses. Also, the council (2) recommended to discover the collaboration model, led by the government, to encourage the companies to actively participate and be able to provide incentives towards digital inclusion.

As for the plans to vitalize 5G and new services (1) there were differing opinions as to the specific methods, such as promoting 5G facility investment by the government and discovering and supporting key 5G services, etc., but all agreed that the vitalization of 5G services is necessary. On the other hand, (2) it was proposed that the legal basis is necessary to expand my data into various industries and to create new services.

The Commission expects this final report to assist in establishing various policies on changes in the internet environment, and will seek a specific action plan in the future.

### 3) Composition and Operation of the 4<sup>th</sup> Internet Mutual Development Council

The Commission launched the 4<sup>th</sup> Internet Mutual Development Council on Jun. 30, 2021 to discuss the strategy for mutual cooperation and the development of the internet ecosystem and plans to created an environment to protect the users.

A variety of new policy issues on the internet ecosystem are appearing as the new information and communication technologies, such as 5G, AI, etc., are developing and digital transformation is accelerating, due to COVID-19. As such, the need to discover policies to respond to the changing internet ecosystem and promote mutual collaboration is increasing.

To effectively respond to this situation, the Commission is organizing and operating the 4<sup>th</sup> Internet Mutual Development Council, as a place of continuous discussion for experts and stakeholders.

The 4<sup>th</sup> council members are composed of 33 people, 14 experts in ICT, management, economy and law, three from consumer and civic groups, nine from domestic/overseas internet and communications companies, four from related organizations, one from the research institute and two from government agencies. Prof. Choi Jeongil will serve as the chairman.

III. Broadcasting and Communications Policy Outcomes in 2021

[Table III-84] List of the 4<sup>th</sup> Internet Mutual Development Council Members

Classification	Name	Affiliation/Position	Note
Chairman	Choi Jeongil	Soongsil University, College of Business Administration, Professor	
Experts (13)	ICT, legal studies, management, economy, etc. (10)	Kwak Jeongho	Hoseo University, School of Business Administration, Professor
		Park Minsu	Sung Kyun Kwan University, Department of Economics, Professor
		Shin Minsu	Hanyang University, College of Business, Professor
		Lee Seopyeop	Korea University, Graduate School of Management of Technology, Professor
		Lee Seungmin	Sung Kyun Kwan University, Law School, Professor
		Lee Yeongju	Seoul National University of Science & Technology, Graduate School of Public Policy and IT, Professor
		Lee Heejeong	Korea University, Law School, Professor
		Cho Daegeun	Inca Research & Consulting, CEO
		Choi Gyeongjin	Gachon University, Department of Law, Professor
		Hwang Yongseok	Konkuk University, Department of Communication, Professor
	Law (3)	Gang Sangdeok	Barun Law, Attorney
		Park Mincheol	Kim & Chang, Attorney
		Jang Junyeong	Shin & Kim, LLC, Attorney
Consumer/Civic Groups (3)	Bang Hyochang	Citizens' Coalition for Economic Justice, Chairman of Information and Communications Committee	Group Recommended
	Yoon Myeong	Consumers Korea, Executive Director	Group Recommended
	Jeong Jiyeon	Consumer Union of Korea, Executive Director	Group Recommended
Related Organizations (4)	Yoon Sangpil	Korea Telecommunications Operators Association, Director of External Relations	Group Recommended
	Cho Yeonggi	Korea Internet Corporations Association, Executive Director	Group Recommended
	Choi Seongjin	Korea Startup Forum, CEO	Group Recommended
	Kwon Sunyeop	ITI Korea, CEO	Group Recommended
Research Institute (1)	Kim Hyeonsu	KISDI, Director of Telecommunications & Spectrum Research Division	Institution Recommended

Classification		Name	Affiliation/Position	Note
Internet and Communications Businesses (9)	Communications (3)	Lee Sangheon	SKT, Vice President	Company Recommended
		Lee Youngho	KT, Vice President	Company Recommended
		Kim Yoonho	LGU+, Vice President	Company Recommended
	Portal, Etc. (3)	Han Jaehyeon	Naver, Executive Vice President	Company Recommended
		Choi Changgeun	Kakao, Director	Company Recommended
		Heo Seong	Watch Play, Director	Company Recommended
	Global Companies (3)	Im Jaehyeon	Google Korea, Policy Officer	Company Recommended
		Heo Wook	Facebook Korea, Vice President	Company Recommended
		Yeon Juhwan	Netflix, Team Leader	Company Recommended
Government Agencies (2)		Kim Jaecheol	KCC, User Policy Director	
		Kang Dohyeon	Ministry of Science and ICT, Director General for Information and Communications	

The council organized the policy agenda to discuss a policy plan for the development of the internet ecosystem and improving the user convenience in response to the acceleration of digital transformation, and discussed policy issues on competition between the different groups of the internet ecosystem, such as platform, contents (service), infrastructure, etc., and user protection, as well as issues that require social consensus between the different groups.

Specifically, the council discussed the important policy issues for each class of the ecosystem, such as the concept of online platform, scope of regulation, fair competition for online platforms, strengthening the system to protect digital service users, improving transaction environment between platforms and contents, and creating a reasonable network use environment, etc., and a final report was submitted to the Commission based on the discussions.

At the 1<sup>st</sup> meeting (video conferencing) held on Jun. 30, 2021, Prof. Park Minsu made a presentation on ‘Trends and Major Issues on the Internet Economy From the Acceleration of Digital Transformation,’ and Prof. Gwak Jeongho made a presentation on ‘Change in the Environment of the Internet Ecosystem Classes, such as Platform, Application, Infrastructure, Etc., in the Digitally Transformed Society and Policy Issues.’

### III. Broadcasting and Communications Policy Outcomes in 2021

[Table III-85] Operating Result of the Internet Mutual Development Council

Session	Agenda	Major Discussion Topics
1st (Jun. 30, 2021)	- Council operating plan and keynote presentation	<ul style="list-style-type: none"> <li>• Trends and major issues on the internet economy from the acceleration of digital transformation</li> <li>• Changes in the environment of the internet ecosystem classes, such as platforms, applications, infrastructures, etc., in the digitally transformed society and policy issues</li> </ul>
2nd (Jul. 26, 2021)	- Plan to strengthen the user's rights and interests from the changing internet use environment	<ul style="list-style-type: none"> <li>• Definition and type of platforms, beyond the double-sided platforms (network effect) and direction of an online platform regulatory system in consideration of the policy issues for each type</li> <li>• Main contents of the EU and the USA's platform package laws and implications</li> </ul>
3rd (Aug. 31, 2021)	- Discussion on major issues and policy plan related to in-app purchases	<ul style="list-style-type: none"> <li>• Main contents and issues on the proposed laws related to in-app purchases</li> <li>• Changes in Google's in-app policy and consumer issues</li> </ul>
4th (Sep. 15, 2021)	- Policy plan to create a fair network use environment	<ul style="list-style-type: none"> <li>• Disputes related to network use contract and policy implications</li> <li>• Policy issues related to network usage under the 5G environment</li> </ul>
5th (Oct. 25, 2021)	- Major policy issues in the changing online service environments	<ul style="list-style-type: none"> <li>• Concept of metaverse and policy issues from the perspective of competition and user protection pursuant to its use</li> <li>• Review of the laws related to data access and transmission that were recently submitted to the National Assembly and policy considerations for the use of my data in the communications area</li> </ul>
6th (Nov. 23, 2021)	- Policy plan to protect the users in the internet ecosystem	<ul style="list-style-type: none"> <li>• Policy plan to strengthen the responsibility of the platform businesses to protect the users</li> <li>• Policy plan to prevent user damages from the perspective of internet infrastructure</li> </ul>



# 2021

## Appendix

Appendix



# Appendix

## 1. Financial Statements of 2021

### a. Execution of the Budget

[Appendix Table-1] Execution of the Budget in 2021

(Unit: KRW 1 million, %)

Category		Budget (A)	Real Budget (B)	Actual (C)	Execution Rate (C/B)
Income	Total	1,477,073	1,477,073	1,455,216	98.5
	General Accounting	35,250	35,250	2,205	6.3
	Broadcasting Communications Development Fund	1,441,823	1,441,823	1,453,011	100.8
Expenses	Total	247,241	247,323	242,442	98.0
	General Accounting	52,068	52,150	48,338	92.7
	Broadcasting Communications Development Fund	195,173	195,173	194,104	99.5

Note) The income from the Broadcasting Communications Development Fund is the total amount and expenses exclude the services, internal expenditure and surplus funds under the Ministry of Science and ICT

### b. Budgets and Expenses by Program

[Appendix Table-2] Budgets and Expenses by Program

(Unit: KRW 1 million)

Program	Budget	Expenses
Total	247,323	242,442
<General Accounting>	52,150	48,338
Item 2100: Fair and Secure Broadcasting and Communications Environment	18,335	18,151
Item 7100: Administrative Support for Broadcasting and Communications	33,815	30,187
<Broadcasting Communications Development Fund>	195,173	194,104
Item 3100: Satisfactory Broadcasting and Communications Environment	179,778	178,709
Item 3200: Fair and Secure Broadcasting Communications Environment	15,395	15,395

## c. Broadcasting Communications Development Fund

### (1) Assets and Liabilities

[Appendix Table-3] Assets and Liabilities of the Broadcasting Communications Development Fund (Unit: KRW 1 million, %)

Classification	2021 (A)	2020 (B)	Changes (A - B)	
			Amount	Ratio
Assets	572,321	477,710	94,611	19.8
Liabilities	1,117,033	680,931	436,102	△64.0
Net Assets	△544,712	△203,221	△341,491	168.0

Note) The table refers to the total amount of the Fund (as of Dec. 31, 2021), △ : Reduction

### (2) Income and Expenses

[Appendix Table-4] Income and Expenses of the Broadcasting Communications Development Fund (Unit: KRW 1 million, %)

Classification	2021(A)	2020 (B)	Changes (A - B)	
			Amount	Ratio
Net Program Costs ( I )	1,175,622	1,128,091	47,531	4.2
Operating Expenses ( II )	4,360	4,353	7	0.2
Non-Distribution Costs ( III )	8,304	1,223	7,081	579.0
Non-Distribution Revenue ( IV )	655,863	675,468	△19,605	△2.9
Net Financial Management Costs ( V = I + II + III - IV )	532,423	458,199	74,224	16.2
Non-Exchange Revenue ( VI )	182,998	178,725	4,273	2.4
Asset Management Result ( VII = V - VI )	349,425	279,474	69,951	25.0

Note) 재정운영표는 방송통신발전기금 전체 금액임(2021년 12월 31일 기준), △ : 감소

## 2. The List of General Meetings and Agenda of the Commission

[Appendix Table-5] The List of General Meetings and Agenda of the Commission

Session	Date	Type	Agenda
1	Jan. 6 (Wed)	Decision	The 5 <sup>th</sup> Korea Communications Commission Vision and Major Policy Tasks
2	Jan. 12 (Tue)	Decision	Prior consent of the permission for change of CATV relay broadcasting business operators -Daeji Goam CATV Broadcasting-
		Decision	Partial draft amendment to the 「Regulations on Business Processing Regarding Emergency Suspension Order」
		Decision	Partial draft amendment to the 「Rules for the Korea Communications Commission on the Enforcement of the Broadcasting Act」
3	Jan. 13 (Wed)	Report	Policy plan to promote the broadcasting market
		Report	Partial amendment bill to the 「Enforcement Decree of the Broadcasting Act」 as related to improving the broadcast advertising system
		Report	Partial amendment bill to the 「Enforcement Decree of the Broadcasting Act」 as related to improving the programming system
4	Feb. 3 (Wed)	Decision	Corrective action against the violation of the location information regulation
		Decision	Designating an institution to implement performance assessment related to technical measures of the business obligated to take measures on preventing the distribution of illegal films, etc.
		Report	Partial draft amendment to the 「Guideline on False and Exaggerated Advertisements of Broadcasting and Communications Combined Sales」
5	Feb. 9 (Tue)	Decision	Approval of the foreign capital contribution application by the Far East Broadcasting Company
		Decision	Broadcasting review deliberation - Far East Broadcasting Company -
		Decision	Administrative measures on business entities for violating broadcast advertising regulations
		Decision	Administrative measures on business entities for violating the sponsorship announcement regulations
		Report	Plan for the 「2021 KCC Broadcasting Awards」 (draft)
6	Feb. 23 (Tue)	Decision	Prior consent of the license renewal procedure of CATV relay broadcasting business operators - Geumil CATV -
		Decision	Agreement on the appointment of the Viewers' Rights Protection Committee members
7	Feb. 24 (Wed)	Decision	(Proposed) Policy plan to select new businesses for the community radio broadcasting
		Report	Matters on a bill to establish the 「Guideline for the Co-Existence of Online Platforms and Creators and Protection of Users (Tentative)」
		Report	Results of recognizing broadcast content entirely produced by external producers for the 1 <sup>st</sup> and 2 <sup>nd</sup> half of 2019
8	Mar. 9 (Tue)	Decision	Designation of new personal authentication service providers
9	Mar. 23 (Tue)	Decision	Administrative measures on business entities for violating broadcast advertising regulations
		Decision	Administrative measures on business entities for violating the sponsorship announcement regulations
		Decision	Submission of opinions on the administrative dispositions to violating broadcast advertising laws

Session	Date	Type	Agenda
10	Mar. 24 (Wed)	Decision	Newly licensing personal location information services
		Decision	Corrective action against special value-added telecommunications business operators for violating the Telecommunications Business Act
		Report	Matters related to the results of the 2020 Broadcasting Market Competition Evaluation
11	Mar. 31 (Wed)	Decision	Partial amendment bill to the 「Enforcement Decree of the Broadcasting Act」 as related to improving the broadcast advertising system
		Decision	Partial amendment bill to the 「Enforcement Decree of the Broadcasting Act」 as related to improving the programming system
		Decision	Reduction and suspension of the obligations to program broadcasts for disabled persons
		Report	Performance evaluation of the obligation to provide broadcasting for disabled persons in 2020
12	Apr. 6 (Tue)	Decision	Prior consent of the permission for change of CATV broadcasting business entities - Permission for the change of facilities by JCN Ulsan Joongang Broadcasting and Hyundai H&
		Report	Partial amendment bill to the 「Regulation on Work Processing for Prohibited Actions in Broadcasting and Communications Business」
13	Apr. 14 (Wed)	Decision	Corrective action against KT's delay in starting mobile telecommunications for violating the Telecommunications Business Act
14	Apr. 20 (Tue)	Decision	Prior consent of the permission for change of CATV broadcasting business entities - Permission for the change of facilities by LG Hello Vision Yangcheon Broadcasting and 22 other SOs
		Decision	Prior consent of the license renewal procedure of CATV relay broadcasting business operators - License renewal by Sanseo Paid Broadcasting and HKC-
		Decision	Administrative measures on business entities for violating broadcast advertising regulations
		Decision	Administrative measures on business entities for violating the sponsorship announcement regulations
15	Apr. 27 (Tue)	Decision	Agreement on the appointment of the Broadcast Review Committee member
16	Apr. 28 (Wed)	Decision	Matters on the imposition of penalty surcharge against broadcasting business operators for violating the 「Radio Waves Act」
		Decision	Matters related to additional designation and the notice of institutions and organizations to make a report or request the deletion of illegal films, etc.
17	May 11 (Tue)	Decision	Prior consent of the permission for change of CATV relay broadcasting business operators
		Decision	Partial draft amendment to the Regulations on Business Processing Regarding Actions Prohibited for the Broadcasting and Communications Business
18	May 12 (Wed)	Report	Partial draft amendment to the 「Standard for the Implementation of the Disaster Broadcasting and Civil Defense Alerts」
		Report	Matters related to the result of the inspecting the location information of conversation-type app businesses
		Report	Matters related to a bill to establish 「Notice on the Standard Specifications for the Consecutive Programming, Etc.」
		Report	Partial draft amendment to the 「Notice of the Programming of Broadcast Content, Etc.」

## 2. The List of General Meetings and Agenda of the Commission

Session	Date	Type	Agenda
19	May 18 (Tue)	Decision	Basic plan for the broadcasting evaluation in 2020 (draft)
		Report	Matters related to the result of the recognizing broadcast content entirely produced by external producers for the first half of 2020
		Report	Partial amendment bill to the 「Enforcement Decree of the Broadcasting Act」
		Report	Partial draft amendment to the 「Standard Specifications for the Imposition of Penalty Surcharges Against the Violation of Prohibited Acts According to the Broadcasting Act」
		Report	Partial amendment bill to the 「Enforcement Decree of the Internet Multimedia Broadcast Services Act」
		Report	Partial draft amendment to the 「Standard Specifications for the Imposition of Penalty Surcharges Against the Violation of the Prohibited Acts According to the Internet Multimedia Broadcast Services Act」
20	May 25 (Tue)	Decision	Administrative measures on business entities for violating broadcast advertising regulations
		Decision	Administrative measures on business entities for violating the sponsorship announcement regulations
21	May 26 (Wed)	Decision	Detailed plan for the license renewal of terrestrial broadcasting businesses in 2021 (draft)
		Decision	Evaluation plan on user protection performance of telecommunications business entities in 2021 (draft)
		Report	Partial amendment bill to the 「Mobile Device Distribution Improvement Act」
		Report	Partial draft amendment to the 「Standard Specifications on the Public Announcement and Posting the Method of Subsidies」
22	May 28 (Fri)	Decision	Budget and Broadcasting Communications Development Fund management plan in 2022 (draft)
23	Jun. 9 (Wed)	Decision	Corrective action against LG U+ for the violation of the Telecommunications Business Act related to unpaid mobile telephone service fees
24	Jun. 10 (Thu)	Decision	Agreement on the appointment of the 2 <sup>nd</sup> Telecommunications Dispute Resolution Committee member
		Report	Plans for the review of the designation of the personal authentication service provider
25	Jun. 23 (Wed)	Decision	Newly licensing personal location information services
		Decision	Administrative measures on broadcast advertising sales agencies for violating ownership restrictions
		Decision	Matters on a bill to establish the 「Notice on the Standard Specifications for the Consecutive Programming, Etc.」
		Decision	Partial draft amendment to the 「Notice of the Programming of Broadcast Programs, Etc.」
26	Jun. 29 (Tue)	Decision	Partial draft amendment to the 「Standard for the Implementation of the Disaster Broadcasting and Civil Defense Alerts」
		Decision	Administrative measures on business entities for violating broadcast advertising regulations
		Decision	Administrative measures on business entities for violating the sponsorship announcement regulations
		Report	Announcement of the 2020 Assets Status of Broadcasting Business Entities

Appendix

Session	Date	Type	Agenda
27	Jun. 30 (Wed)	Decision	Basic plan for the approval of the change of the largest investor for Gyeongin Broadcasting (draft)
		Report	Matters on the enactment of the 「Basic Plan on Protecting the Users of the AI-Based Media Recommendation Service」
28	Jul. 7 (Wed)	Decision	Matters related to the executive appointment plan for KBS, EBS and Foundation for Broadcast Culture
		Decision	Corrective order for violating the ownership restriction of terrestrial broadcasting business - Hoban Construction, Samra
29	Jul. 16 (Fri)	Decision	Prior consent of the permission for the change of CATV relay broadcasting business operators
30	Jul. 21 (Wed)	Decision	Corrective action on the violations of the Telecommunications Business Act related to 10 Giga internet service speed of the four communications business operators
		Decision	Selection of business operator subjected to licensing for community radio broadcasting for in 2021
		Report	Matter related to the receipt of adjustment proposal for television broadcasting license fees
		Report	Partial draft amendment to the 「Rules on Sponsorship Announcement, Etc.」
		Report	Partial draft amendment to the 「Notice on the Standard Specifications of Virtual Advertising, Etc.」
		Report	Report on the results of the investigation for performance in 2020 Guidelines on the Outsourced Production Transaction of Broadcast Programs
31	Aug. 4 (Wed)	Decision	Selection of Interviewee related to the director recommendation for KBS and director appointment for the Foundation for Broadcasting Culture
		Decision	Selection of the radio broadcasting business operator for Gyeonggi region and the policy plan for selection
		Decision	Basic plan for the approval of the change of the largest investor for Gwangju Broadcasting (draft)
32	Aug. 10 (Tue)	Decision	Matters related to the enactment of the 「Regulation on the Establishment and Operation of an Emergency Response Organization for Social and Natural Disasters, such as COVID-19, etc.」
		Decision	Administrative measures on business entities for violating broadcast advertising regulations
		Decision	Administrative measures on business entities for violating the sponsorship announcement regulations
33	Aug. 11 (Wed)	Decision	Matters on the appointment of the executives of Foundation for Broadcasting Culture
		Decision	Approval of the change of the largest investor of Gyeongin Broadcasting Corporation
34	Aug. 18 (Wed)	Decision	Approval of the change of the largest investor of Gwangju Broadcasting Corporation
		Decision	Matters on the corrective order against Maeil Business News for the violation of the Broadcasting Act
		Decision	Partial draft amendment bill to the 「Enforcement Decree of the Broadcasting Act」
		Decision	Partial draft amendment bill to the 「Enforcement Decree of the Internet Multimedia Broadcast Services Act」
35	Aug. 24 (Tue)	Decision	Prior consent of the license renewal procedure of CATV relay broadcasting business operators - Imja CATV, Cheongsan CATV, Heuksan CATV -

## 2. The List of General Meetings and Agenda of the Commission

Session	Date	Type	Agenda
36	Aug. 25 (Wed)	Decision	Matters on the recommendation of the directors of KBS
		Decision	Designation of new personal authentication service providers
37	Aug. 26 (Thu)	Report	Matters on selecting interviewees related to the appointment of directors for EBS
38	Aug. 30 (월)	Decision	Basic plan for the approval of the change of the largest investor for SBS (draft)
		Report	Matters related to enacting the notice to the 「Standard for Technical and Managerial Measures to Prevent Distribution of Illegal Films, Etc.」
		Report	Matters on partial draft amendment to the 「Notice of the Broadcast Advertising Combined Sales Support」
		Report	Basic plan for the 2021 Broadcasting Content Production Capability Evaluation
39	Sep. 10 (Fri)	Decision	Partial draft amendment to the 「Rules on Sponsorship Announcement, Etc.」
		Decision	Partial draft amendment to the 「Notice on the Standard Specifications of Virtual Advertising, etc.」
40	Sep. 13 (Mon)	Decision	Matters on the appointment of directors for EBS
		Report	Partial amendment bill to the 「Enforcement Decree of the Framework Act on Broadcasting Communications Development」
41	Sep. 15 (Wed)	Decision	Partial draft amendment to 「Standard Specifications for Unfair Behaviors Regarding the Imposition of Unreasonable or Discriminatory Conditions and Restrictions Between Telecommunications Business Entities」
		Decision	Basic evaluation plan in selecting radio broadcasting business operators for the Gyeonggi region (draft)
		Decision	Approval of the change of the largest investor of SBS
42	Sep. 23 (Thu)	Decision	Newly licensing personal location information services
		Decision	Approval of the change of the largest investor of SBS
		Report	Partial amendment bill to the 「Enforcement Decree of the Broadcasting Act」
		Report	Partial amendment bill to the 「Enforcement Decree of the Radio Waves Act」
43	Sep. 30 (Thu)	Decision	Second broadcast review - MBC Gangwon Yongdong -
		Decision	Administrative measures on business entities for violating broadcast advertising regulations
44	Oct. 7 (Wed)	Decision	Corrective action against the violation of the location information regulation
		Decision	Imposition of administrative fines against the violation of the location information regulation
		Decision	Partial amendment bill to the 「Mobile Device Distribution Improvement Act」
		Decision	Partial draft amendment to the 「Standard Specifications on the Public Announcement and Posting Method of Subsidies」
		Report	Matters related to the result of status inspection of the linked programming between terrestrial-general service PP-home shopping for 2021
45	Oct. 13 (Wed)	Decision	Partial draft amendment to the 「Notice of the Broadcast Advertising Combined Sales Support」

Session	Date	Type	Agenda
46	Oct. 26 (Tue)	Decision	Prior consent of the license renewal procedure and permission for the change of CATV relay broadcasting business operators - License renewal for Sinan CATV, Haeui CATV, Jungdo CATV; permission for change for Sinan CATV -
		Decision	Prior consent of the permission for the change of CATV broadcasting business entities - permission to change facility for DLive East Seoul Cable TV-
		Decision	Administrative measures on business entities for violating the sponsorship announcement regulations
47	Oct. 27 (Wed)	Decision	Matters related to permission to open KBS Jeju UHD 1
		Decision	Corrective action against the violation of the location information regulation
		Decision	Matters on the master plan (draft) for the license renewal for the broadcast advertising sales agency of general program provider
		Decision	Matters on calculating the share of audience of broadcast business for 2020
		Report	Results of the investigation into the performance of general service PPs and news reporting PPs in 2020
48	Nov. 3 (Wed)	Decision	Corrective order against business for violating the ownership restrictions of the broadcast advertising sales agency
		Report	Matters on 「Plan to Adjust the Functions of AM Radio and Standard FM Radio」
49	Nov. 11 (Thu)	Report	Partial draft amendment to the 「Rules on the Broadcasting Evaluation」
50	Nov. 17 (Wed)	Decision	Partial amendment bill to the 「Enforcement Decree of the Broadcasting Act」
		Decision	Partial amendment bill to the 「Enforcement Decree of the Radio Waves Act」
		Report	Partial amendment bill to the 「Enforcement Decree of the Telecommunications Business Act」 and matters on the enactment and draft amendment of the notice
51	Nov. 24 (Wed)	Decision	Corrective order for violating the re-approval condition of general service PPs
		Report	Partial draft amendment to the 「Notice on the Selection of the Public-Interest Channels and Recognition of Welfare Channels for Disabled Persons」
52	Dec. 1 (Wed)	Decision	Partial amendment bill to the 「Enforcement Decree of the Framework Act on Broadcasting Communications Development」
		Decision	Establishing a notice on 「Standard for Technical and Managerial Measures to Prevent the Distribution of Illegal Films, Etc.」
		Decision	Performance evaluation of the telecommunication business entities' user protection tasks in 2021
		Report	Results of the investigation into the performance on the conditions to license (renewal) and recommended matters to the terrestrial broadcasting operator in 2020
		Report	Partial amendment bill to the 「Enforcement Decree of the Act on the Protection and Use of Location Information」
		Report	Partial draft amendment to the 「Standard on the Designation of Personal Authentication Service Provider, Etc.」 (Notice)

## 2. The List of General Meetings and Agenda of the Commission

Session	Date	Type	Agenda
53	Dec. 7 (Tue)	Decision	Administrative measures on business entities for violating broadcast advertising regulations
		Decision	Administrative measures on business entities for violating the sponsorship announcement regulations
		Decision	Partial draft amendment to the 「Standard Specifications for the Imposition of Penalty Surcharges Against the Violation of Prohibited Acts According to the Broadcasting Act」
		Decision	Partial draft amendment to the 「Standard Specifications for the Imposition of Penalty Surcharges Against the Violation of Prohibited Acts According to the Internet Multimedia Broadcast Services Act」
54	Dec. 8 (Wed)	Decision	Results on the evaluation of broadcasting in 2020
		Decision	Matters related to the license renewal of terrestrial broadcasting operator for 2021
		Report	Matters on the result of recognizing broadcast content entirely produced by external producers in 2020
55	Dec. 14 (Tue)	Report	Matters on the plan (draft) for the 2022 KCC Broadcasting Awards」
56	Dec. 15 (Wed)	Decision	Newly licensing personal location information services
		Decision	Partial draft amendment to the 「Rules on the Broadcasting Evaluation」
57	Dec. 22 (Wed)	Decision	Matters on the appointment of the auditor for KBS
		Decision	Administrative measures on business entities for violating the permitted matters of the broadcasting stations - Yeongju FM Broadcasting
		Decision	Corrective measures against Coupang for violating the Mobile Device Distribution Improvement Act
		Decision	Matters on corrective measures on retailer stores for violating the Mobile Device Distribution Improvement Act, such as the complaints report, etc.
58	Dec. 28 (Tue)	Decision	Partial draft amendment to the 「Notice on the Selection of the Public-Interest Channels and Recognition of Welfare Channels for Disabled Persons」
		Decision	Designation and announcement of agencies and organizations accepting reports and requests for the deletion of illegal filming
59	Dec. 29 (Wed)	Decision	Corrective measures on retailers for violating the Mobile Devices Distribution Improvement Act
		Decision	Corrective action againstst KT for violating the Telecommunications Business Act
		Decision	Matters on the submission of a review statement on adjusting the license fees
		Decision	Corrective order on terrestrial broadcasting business for violating the license renewal conditions
		Report	Result of the 2021 Broadcasting Content Production Capability Evaluation
		Report	Result of the 2021 Broadcasting Market Competition Status Evaluation
		Report	Amendment to the 「Guideline on the Procedures for Contracting Channels and Supplying Contents in the Paid Broadcasting Market」

### 3. Monthly Major Achievements of 2021

[Appendix Table-6] Monthly Major Achievements of 2021

#### January 2021

Date	Events
Jan. 1	Implementation of the campaign to promote a smart digital life for senior citizens
Jan. 6	Presentation of the major policy tasks of KCC
Jan. 8	Presentation of the plan for evaluating personal locational information business license for 2021
Jan. 13	Presentation of the policy plan to promote the broadcasting market
Jan. 14	Implement AI ethics education and consulting support
Jan. 18	Launching of the Communications Dispute Resolution Support System Service
Jan. 18	Implementation of the Guidelines on the Standards for Protecting the Rights and Interests of Children and Adolescents in Programs
Jan. 20	Chairman Han Sanghyuk Visiting the Communications Dispute Mediation Counseling Center
Jan. 21	Announcement of the Korea Communications Commission's plans on major projects for 2021
Jan. 27	Operation of a Council on Improving the Calculation of the Consideration of Broadcasting Channels
Jan. 28	Implementation of the project to assist innovative SMEs' broadcast advertising for 2021
Jan. 29	Implementation of the 2021 project to build the foundation for the promotion of regional broadcast advertising

Chairman Han Sanghyuk Visiting the Communications Dispute Mediation Counseling Center



February 2021

Date	Events
Feb. 1	Publication of a Casebook on the Telecommunications Dispute Resolution
Feb. 1	Inspection of the 'Wave service'
Feb. 2	Presentation of the 2020 Survey on the Broadcasting Media Usage
Feb. 3	Amendment of the Guideline on False and Exaggerated Advertisements of Broadcasting and Communications Combined Sales
Feb. 3	Implement measures to prevent the improper use of communications services
Feb. 4	Presentation of the 2021 annual project promotion plan to guarantee the broadcasting access right of vulnerable group
Feb. 4	Presentation of the result of the 2020 cyber violence survey
Feb. 5	Presentation of the 3 <sup>rd</sup> Internet Mutual Development Council's Final Report
Feb. 9	Announcement of the plan for the 2021 KCC Broadcasting Awards
Feb. 9	Announcement of a comprehensive plan on responding to false news related to the COVID-19 vaccine
Feb. 10	Support COVID-19 quarantine during the New Year holiday
Feb. 17	Operate a research group to improve the broadcasting and advertisement combine sales system
Feb. 18	Operate a research group on improving the broadcasting environment
Feb. 24	Implement the policy plan for the new license of the community radio broadcasting business entity
Feb. 25	Implement the campaign on Tips for Mobile Communications! Know This!
Feb. 26	Conduct a survey on location information service close to the lifestyle

Tips for Mobile Communications! Know This! Campaign



 March 2021

Date	Events
Mar. 3	Establish a bulletin for reporting the disinformation on the vaccine
Mar. 3	Select participants for the innovative SME broadcast advertising vitalization support project
Mar. 4	Announcement of the result on the 2020 emergency rescue location information measurements
Mar. 7	Announcement of a plan to implement a healthy cyber ethics culture project for 2021
Mar. 8	Select the 1 <sup>st</sup> participants for the project to establish a basis to promote local broadcast advertising
Mar. 17	Implement the amendment of the Telecommunications Business Act to prevent damages to the users of the Internet personal broadcasting platform
Mar. 24	Presentation of the 2020 Broadcasting Market Competition Evaluation
Mar. 24	Operate the Visiting Media Sharing Bus
Mar. 25	Implement the Guideline for the Co-Existence of Online Platforms and Creators and Protection of Users
Mar. 26	Inauguration of the Digital Media Contents Promotion Forum
Mar. 30	Implement the production assistance to strengthen the content competitiveness of broadcasting
Mar. 30	Announce the result of the second half of the 2020 survey on spam distribution
Mar. 31	Disclosure of the 2020 transparency report on the processing of illegal films, etc.

Inauguration of Digital Media Contents Promotion Forum



 April 2021

Date	Events
Apr. 1	Chairman Han Sanghyuk visiting the broadcasting and communication site in the Jeju region
Apr. 1	Inauguration of the 13 <sup>th</sup> Viewer's Rights Protection Committee
Apr. 2	Demonstration on the Next Generation Terrestrial Broadcasting Service
Apr. 2	The 1 <sup>st</sup> Fact-Checking Week Events
Apr. 4	Hosting of 2021 Internet Ethics Creative Contents Contest
Apr. 6	Selection of programs to receive production assistance to strengthen the content competitiveness of community radio broadcasting
Apr. 14	Imposition of penalty surcharges related to the delayed opening of mobile communications
Apr. 19	Chairman Han Sanghyuk visiting Incheon Community Media Center
Apr. 20	Demonstration of subtitle and sign language broadcasting automatic conversion technology using AI technology
Apr. 21	Implement inspection to verify the facts related to the quality issue of KT Internet
Apr. 22	Sign an MOU for disaster responses and broadcasting production collaboration in the Gangwon region
Apr. 23	Kick-off meeting of the creator experts group
Apr. 26	Selection of best practices on administrative efforts for the first half of 2021
Apr. 27	Amended Enforcement Decree of the Broadcasting Act that permits commercial breaks and alleviates the programming regulations for each area resolved at the State Council Meeting
Apr. 27	Chairman Han Sanghyuk visiting the MBC program production site
Apr. 27	Appointment of the 11 <sup>th</sup> Broadcast Review Committee members
Apr. 28	Additional designation of institutions/organizations supporting the deletion of digital contents on sex crimes
Apr. 30	Inauguration of the 5 <sup>th</sup> Regional Broadcasting Development Committee

Inauguration of the 13<sup>th</sup> Viewer's Rights Protection Committee



Inauguration of the 5<sup>th</sup> Regional Broadcasting Development Committee



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Demonstration on the Next Generation Terrestrial Broadcasting Service



The 1<sup>st</sup> Fact-Checking Week Events

**FACT  
CHECK X**

**제1회 팩트체크 주간**  
일상을 흔드는 거짓, 팩트체크로 바로잡다  
주최

Demonstration of subtitle and sign language broadcasting automatic conversion technology using AI technology



Demonstration of subtitle and sign language broadcasting automatic conversion technology using AI technology



Chairman Han Sanghyuk visiting the MBC program production site



 May 2021

Date	Events
May 4	Hosting panel discussion to select the new radio business operator for the Gyeonggi region
May 11	COVID-19 Inspection of Yonhap News TV Studios by Chairman Han Sanghyuk
May 12	Request the investigation on app business operator violating the Act on the Protection and Use of Location Information
May 16	2021 Outstanding Overseas Co-Production Awards Competition
May 18	Announcement of the plan to evaluate the designation of personal authentication institution for 2021
May 18	Announcement of the 2020 basic plan for broadcasting evaluation
May 20	Discussion on basic principle (draft) for protecting the users of the AI-based recommendation service
May 20	Chairman Han Sanghyuk attending the Groundbreaking Ceremony of the Broadcasting Video Valley Project in Goyang, Gyeonggi
May 21	Launching Ceremony of the 2021 College Student Internet Dream Group (Online)
May 24	Accepting application for the distribution of TVs customized for visually and hearing impaired people for 2021
May 26	Prepare the draft amendment for the Mobile Device Distribution Improvement Act and the subsidy announcement standard to reduce the people's financial burden
May 26	Resolve evaluation plan for user protection tasks in 2021

COVID-19 Inspection of Yonhap News TV Studios by Chairman Han Sanghyuk



Chairman Han Sanghyuk Attending the Groundbreaking Ceremony of the Broadcasting Video Valley Project in Goyang, Gyeonggi



Launching Ceremony of the 2021 College Student Internet Dream Group



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## 📅 June 2021

Date	Events
Jun. 9	KCC imposes penalty surcharge of KRW 624 mil. and the corrective order against LGU+
Jun. 10	Launching of the discussion forum for the legislation of online platforms
Jun. 10	Appointment of 2 <sup>nd</sup> Communications Dispute Resolution Committee members
Jun. 11	Announcement of the results from the intelligent information society user survey
Jun. 13	Recruitment of the people's review group for 2021 KCC Broadcasting Awards
Jun. 15	Special lecture by an expert related to preventing new infectious disease and the roles of broadcasting
Jun. 23	Resolution of the proposed amendment of the Notice on the Standard Specifications for the Consecutive Programming, Etc. to strengthen the right to view related to commercial breaks
Jun. 23	Resolution of the partial draft amendment for the Notice of the Programming of Broadcast Content, Etc. to alleviate the programming regulations
Jun. 24	Hosting a public hearing to prepare a policy plan to select a radio business operator in Gyeonggi region
Jun. 24	Announcement of the result on trial combination of pseudonymous data to analyze the illegal spam conditions
Jun. 25	Inauguration of the 2 <sup>nd</sup> Telecommunications Dispute Resolution Committee
Jun. 28	Announce the response status on the communications dispute resolution of communications business operators
Jun. 29	Resolution of the draft amendment to the Standard for the Implementation of the Disaster Broadcasting and Civil Defense Alerts for efficient disaster broadcasting
Jun. 29	Announcement of the 2019 broadcasting entities' asset status
Jun. 29	2021 Community Media Awards broadcasting video contest
Jun. 30	Announcement of basic principles to protect the users of AI-based media recommendation service
Jun. 30	Launching of the 4 <sup>th</sup> Internet Mutual Development Council
Jun. 30	Promote the vitalization of media education through the Visiting Media Sharing Bus

### Inauguration of the 2<sup>nd</sup> Telecommunications Dispute Resolution Committee



 July 2021

Date	Events
Jul. 1	Implementation of the amended Enforcement Decree of the Broadcasting Act
Jul. 1	Appointment of 2021 user protection evaluation committee member and round-table discussion
Jul. 2	Commercialization of technology for IPTV set top box compatibility for broadcasting viewing convenience of disabled people and the start of the service
Jul. 4	Prevent damage from communications financial fraud through providing text messages alert of illegal loan advertising spam texts
Jul. 7	Announcement on the appointment plan on the executives of KBS, EBS and FBC
Jul. 7	Online discussion meeting to strengthen disaster broadcasting related to a flood and typhoon during the summer season and COVID-19 quarantine
Jul. 11	Implement the policy to protect the users, including businesses using the online platforms
Jul. 12	Quarantine inspection at the retail sites of mobile communications
Jul. 14	2 <sup>nd</sup> General Viewing and Listening Right Guarantee Committee meeting
Jul. 18	COVID-19 Inspection of SBS by Chairman Han Sanghyuk
Jul. 20	Implementing multi-channel mobile-type pilot broadcasting by KBS
Jul. 21	Announcement of the results from the survey on the quality issue of KT internet, and matters on systems improvements and corrective measures
Jul. 21	Select business subjected to a new license for community radio broadcasting
Jul. 22	COVID-19 Inspection of Namsan Relay Station by Chairman Han Sanghyuk
Jul. 26	Conduct education to internet businesses to prevent the distribution of digital contents on sex crimes
Jul. 27	Inspection of SK Broadband Call Center by Chairman Han Sanghyuk
Jul. 29	COVID-19 Inspection of EBS Production Studio by Chairman Han Sanghyuk

COVID-19 Inspection of SBS by Chairman Han Sanghyuk



COVID-19 Inspection of Namsan Relay Station by Chairman Han Sanghyuk



COVID-19 Inspection of Namsan Relay Station by Chairman Han Sanghyuk



COVID-19 Inspection of EBS Production Studio by Chairman Han Sanghyuk



 August 2021

Date	Events
Aug. 4	Implementing the selection of the new radio broadcasting business for Gyeonggi region
Aug. 4	Inspection of KOBACO Training Center being used as a COVID-19 Quarantine Facility for the Military by Chairman Han Sanghyuk
Aug. 11	Appointment of directors and auditors for FBC
Aug. 12	2021 Youth Media Festival
Aug. 16	Provide standard technology to prevent the distribution of digital contents on sex crimes and implement performance evaluation
Aug. 18	Inspection of SKT's T-Factory by Chairman Han Sanghyuk
Aug. 29	Launching of the support group to promote community radio broadcasting
Aug. 30	Announcement of the basic plan for 2021 Broadcasting Content Production Capability Evaluation
Aug. 30	Implement the alarm service for the payment deadline of administrative fines related to illegal spam
Aug. 30	Prepare a draft notice on the standard for technical and managerial measures to prevent the distribution of illegal films
Aug. 31	Announcement of a comprehensive plan to strengthen disaster broadcasting

Inspection of KOBACO Training Center being used as a COVID-19 Quarantine Facility for the Military by Chairman Han Sanghyuk



2021 Youth Media Festival



Inspection of SKT's T-Factory by Chairman Han Sanghyuk



 September 2021

Date	Events
Sep. 3	COVID-19 Inspection of KOBACO by Chairman Han Sanghyuk
Sep. 10	Resolution of the partial draft amendment to the Rules on Sponsorship Announcement, Etc. and Notice on the Standard Specification of Virtual Advertising, Etc.
Sep. 13	2021 KCC Broadcasting Awards (Online)
Sep. 13	Hosting of a discussion on ownership and cross ownership regulations, issues and alternatives in the era of audiovisual media
Sep. 14	Implementation of the Telecommunications Business Act prohibiting the forcing of in-app purchases and implementing follow-up measures
Sep. 15	4 <sup>th</sup> Internet Mutual Development Council
Sep. 15	Hosting a Meeting of CEOs from 3 Telecommunications Companies
Sep. 16	Chairman Han Sanghyuk participating in spreading the sharing culture of Chuseok holiday
Sep. 16	Online Ceremony to Celebrate the Launching of the 13 <sup>th</sup> KCC Policy Reporter Group
Sep. 23	Announcement of results on improvements to the Broadcasting Statistics Portal
Sep. 29	Educational program for special contributors from Afghanistan for their initial social adjustment, independence and settlement
Sep. 29	Announcement of results from the first half of the 2021 spam distribution survey
Sep. 30	Announcement of best practices in KCC active administration in 2021
Sep. 30	Start of a fact-finding investigation on insurance counseling broadcast programs on the violations of the Broadcasting Act
Sep. 30	2021 International Conference on Inter-Korean Broadcasting and Communications

COVID-19 Inspection of KOBACO by Chairman Han Sanghyuk



2021 KCC Broadcasting Awards (Online)



Hosting a Meeting of CEOs from 3 Telecommunications Companies



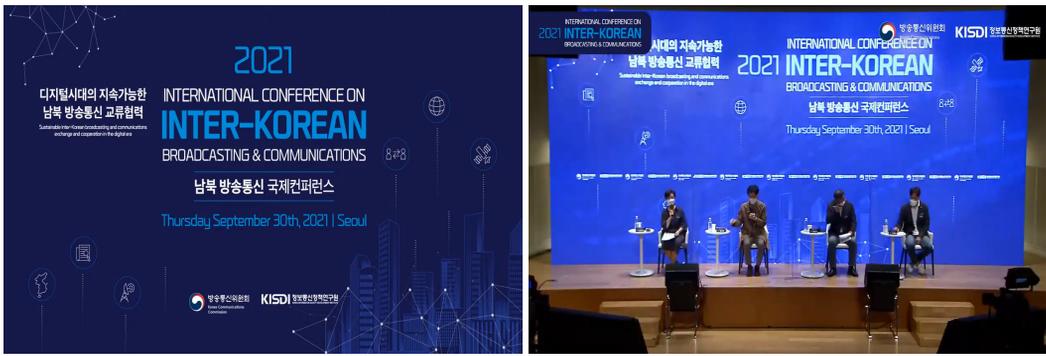
Online Ceremony to Celebrate the Launching of the 13<sup>th</sup> KCC Policy Reporter Group



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2021 International Conference on Inter-Korean Broadcasting and Communications



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Chairman Han Sanghyuk Participating in Culture of Sharing during the Chuseok Holiday



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 October 2021

Date	Events
Oct. 6	Host 2021 Korea Public Service Advertising Festival
Oct. 7	Resolution of the draft amendment to the Mobile Device Distribution Improvement Act and the subsidy announcement standard
Oct. 7	Announcement of 2021 linked programming inspection results
Oct. 11	Education on preventing the distribution of digital contents on sex crimes for overseas internet business operators
Oct. 12	Announcement of the Act on the Protection and Use of Location Information to promote the location information industry
Oct. 12	Commence with the Construction of Gyeongnam Community Media Center
Oct. 12	Presentation of the Comprehensive Plan for the Marginalized to Embrace Media
Oct. 18	Operate a special screen for a free screening of the recipients of the 2021 KCC Broadcasting Awards
Oct. 25	Broadcasting and Communications Government Innovation Concert
Oct. 26	Integrity Resolution Rally
Oct. 27	Organize the 2 <sup>nd</sup> Active Administration Committee
Oct. 27	Announcement of results from calculating the market share by broadcasting businesses for 2020
Oct. 28	Implementing measures to prevent the distribution of illegal spam impersonating banks
Oct. 28	Launching of special sub-committee on app market dispute resolution under the Communications Dispute Resolution Committee

Korea Public Service Advertising Festival 2021



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Presentation of the Comprehensive Plan for the Marginalized to Embrace Media



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Broadcasting and Communications Government Innovation Concert



Integrity Resolution Rally



**November 2021**

Date	Events
Nov. 2	Meeting Between the Indian Ambassador and Chairman Han Sanghyuk
Nov. 3	12 <sup>th</sup> Communications Service User Week
Nov. 5	Chairman Han Sanghyuk meets with Google Play's global policy officer
Nov. 5	Panel Discussion on Establishing Plans to Introduce the Negative Regulatory System for Broadcast Advertising
Nov. 9	Selection of the winner of the 2021 Outstanding Overseas Co-Production Awards Competition
Nov. 16	International Broadcasting Co-Production Conference 2021 (Online)
Nov. 17	Prepare the draft bill and amendment of the Telecommunications Business Act related to prohibition on the forcing of in-app purchases
Nov. 17	Opening of Jeonbuk Internet Ethics Experience Center
Nov. 17	Meeting Between CEO of Epic Games, Executive VP of Match Group and Chairman Han Sanghyuk
Nov. 21	Re-starting of Visiting Island Village Media Education
Nov. 29	Open Forum on Improving the Broadcasting Channel Consideration Calculations
Nov. 29	Panel Discussion to Improve the General Viewers' Right System

Meeting Between Indian Ambassador and Chairman Han Sanghyuk



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12<sup>th</sup> Communications Service User Week



Panel Discussion on Establishing Plans to Introduce the Negative Regulatory System for Broadcast Advertising



International Broadcasting Co-Production Conference 2021 (Online)



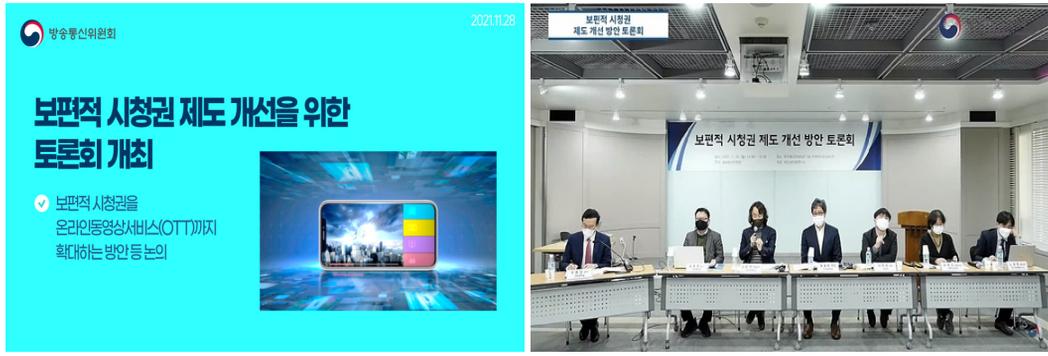
Open Forum on Improving the Broadcasting Channel Consideration Calculations



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Panel Discussion to Improve the General Viewers' Right System



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Meeting Between the CEO of Epic Games, Executive VP of Match Group and Chairman Han Sanghyuk



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 December 2021

Date	Events
Dec. 1	Disclosure of 2021 User Protection Task Evaluation Results
Dec. 1	2021 Media Festival for People with Disabilities
Dec. 2	The 3 <sup>rd</sup> International Conference on the Ethics of the Intelligent Information Society
Dec. 5	2021 Beautiful Internet World Week
Dec. 8	Presentation of the 2020 Broadcasting Evaluation
Dec. 9	MOU on advertising and marketing support for SMEs and start-up companies
Dec. 9	COVID-19 inspection of KOBACO by Chairman Han Sanghyuk
Dec. 10	Presentation of the result of the joint-crackdown on illegal loan spam senders and information and communications service providers
Dec. 10	Implementation of technical and managerial measures to prevent the distribution of digital contents on sex crimes
Dec. 10	2021 Community Media Awards Ceremony
Dec. 13	COVID-19 inspection of SBS by Chairman Han Sanghyuk
Dec. 14	Resolution of the partial amendment of the Mobile Device Distribution Improvement Act
Dec. 14	MOU with Vietnam's Ministry of Information and Communications
Dec. 15	Resolve the partial draft amendment to the Rules on the Broadcasting Evaluation
Dec. 16	Award ceremony for 2021 Location Based Service Contest
Dec. 17	Meeting to Prepare for the Centenary Celebration of Broadcasting
Dec. 20	Sharing the Results from 2021 Adolescent Fact-Checking Contest
Dec. 21	Chairman Han Sanghyuk Visiting the Inauguration Ceremony of Okcheon FM Community Radio Broadcasting
Dec. 23	Opening of the Disaster Broadcasting Control Room
Dec. 24	Chairman Han Sanghyuk visits the military for Christmas
Dec. 26	Production and distribution of a guidebook on broadcasting and communications policy helpful in life
Dec. 27	Presentation of the 2020 Korea Broadcasting Industry Survey
Dec. 27	1 <sup>st</sup> Internet and Communications User Protection Award & 2021 Internet Ethics Contest Awards Ceremony
Dec. 28	Presentation of the 2021 Communications Conflict Mediation Processing Results
Dec. 28	Designation of Institutions and Organizations to Make a Report or Request the Deletion of Illegal Films, Etc.
Dec. 29	Impose a penalty surcharge against three mobile communications business operators for special benefits to foreign sales channels
Dec. 29	Impose a penalty surcharge against KT for imposing unfair penalty fines
Dec. 29	Resolution of the adjustment (proposal) of TV broadcasting license fees

Date	Events
Dec. 29	Announcement of results on 2021 Broadcasting Content Production Capability Evaluation for program providers
Dec. 29	Presentation of the 2021 Broadcasting Market Competition Evaluation
Dec. 29	Amendment of the Guideline on the Procedures for Contracting Channels and Supplying contents in the Paid Broadcasting Market
Dec. 30	COVID-19 Inspection of Buddhist Broadcasting by Chairman Han Sanghyuk

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Execution of the MOU for Advertising and the Marketing Support of SMEs and Start-ups



COVID-19 Inspection of KOBACO  
by Chairman Han Sanghyuk



Christmas Visit to Military  
by Chairman Han Sanghyuk

2021 Community Media Awards Ceremony



COVID-19 Inspection of SBS by Chairman Han Sanghyuk



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Execution of MOU with Vietnam's Ministry of Information and Communications



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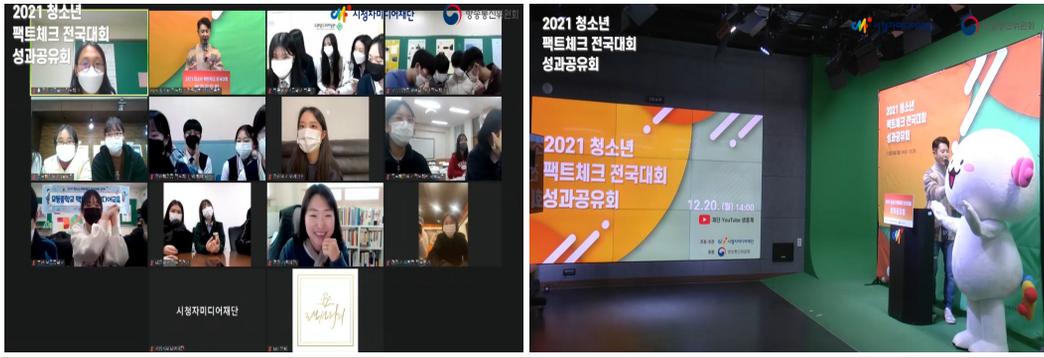
Meeting to Prepare for the Centenary Celebration of Broadcasting



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Sharing Results from the 2021 Adolescent Fact-Checking Contest



Chairman Han Sanghyuk Visiting the Inauguration Ceremony of Okcheon FM Community Radio Broadcasting



Opening of the Disaster Broadcasting Control Room



1<sup>st</sup> Internet and Communications User Protection Award & 2021 Internet Ethics Contest Awards Ceremony



COVID-19 Inspection of Buddhist Broadcasting by Chairman Han Sanghyuk



## 4. Acronyms

[Appendix Table-7] Acronyms

Acronyms	Description
<b>ABU</b> (Asian Broadcasters Union)	Asian Broadcasters Union
<b>ACE Fair</b> (Asia Content & Entertainment Fair)	Gwangju ACE Fair
<b>AI</b> (Artificial Intelligence)	Artificial Intelligence
<b>APEC</b> (Asia-Pacific Economic Cooperation)	Asia-Pacific Economic Cooperation
<b>AR</b> (Augmented Reality)	A computer graphic technique that synthesizes virtual objects or information to place them in an actual environment to make it look like an object belongs in the environment
<b>ARPU</b> (Average Revenue Per User)	Average Revenue Per User
<b>ARS</b> (Automatic Response Service)	Automatic Response Service
<b>ASEAN</b> (Association of South-East Asian Nations)	Association of South-East Asian Nations
<b>ATF</b> (Asia Television Forum)	Asia Television Forum
<b>ATSC</b> (Advanced Television Systems Committee)	A private organization for developing broadcast standards in the US
<b>BCBB</b> (Broadcasting Content Beyond Borders)	Broadcasting Content Beyond Borders
<b>BCM</b> (Busan Contents Market)	Busan Contents Market
<b>CAGR</b> (Compound Annual Growth Rate)	Compound Annual Growth Rate
<b>CBPR</b> (Cross-Border Privacy Rules)	Cross-Border Privacy Rules
<b>CCTV</b> (Closed Circuit Television)	Closed Circuit Television
<b>CG</b> (Computer Graphics)	Computer Graphics
<b>CoE</b> (Council of Europe)	Council of Europe
<b>CP</b> (Contents Provider)	Contents Provider
<b>DB</b> (Database)	A set of data organized, integrated, and managed to be shared among multiple people
<b>DMB</b> (Digital Multimedia Broadcasting)	Digital Multimedia Broadcasting
<b>DMZ</b> (De-militarized Zone)	De-militarized Zone
<b>DNA</b> (Data-Network-AI)	Data-Network-AI
<b>DTV</b> (Digital Television)	A TV receiver used to receive digital broadcasting
<b>EU</b> (European Union)	Political and economic integration among 27 member states in Europe
<b>FM</b> (Frequency Modulation)	A method in which the frequency rather than the amplitude of the carrier wave is made to vary in proportion to the modulating signal
<b>GDP</b> (Gross Domestic Product)	Gross Domestic Product
<b>GDPR</b> (General Data Protection Regulation)	General Data Protection Regulation

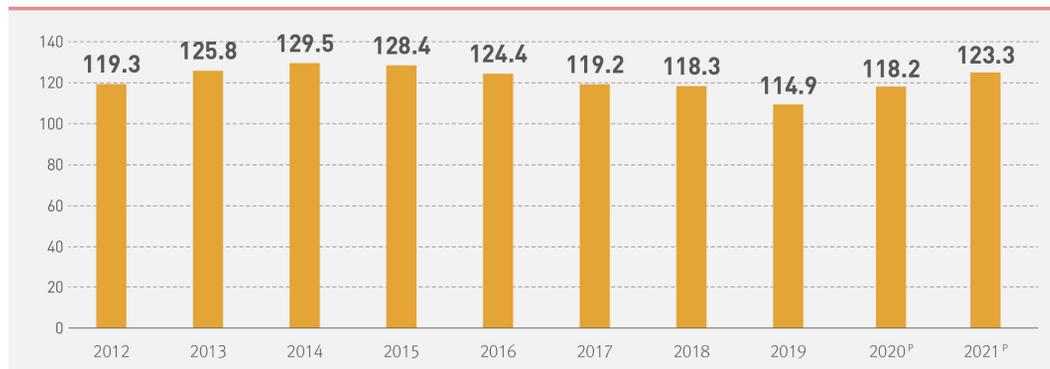
Acronyms	Description
<b>GPS</b> (Global Positioning System)	Satellite positioning system
<b>HD</b> (High Definition)	High Definition
<b>ICDPPC</b> (International Conference of Data Protection and Privacy Commissioners)	International Conference of Data Protection and Privacy Commissioners
<b>ICT</b> (Information and Communications Technology)	Information and Communications Technology
<b>IMF</b> (International Monetary Fund)	International Monetary Fund
<b>IoT</b> (Internet of Things)	Internet of Things
<b>IP</b> (Internet Protocol)	Internet Protocol
<b>IP</b> (Intellectual Property)	Intellectual Property
<b>IPTV</b> (Internet Protocol Television)	Interactive television service provided through broadband
<b>ISC</b> (Internet Society of China)	Internet Society of China
<b>ISMS-P</b> (Personal information & Information Security Management System)	Personal information & Information Security Management System
<b>IT</b> (Information Technology)	Information Technology
<b>LLC</b> (Limited Liability Corporation)	Limited Liability Corporation
<b>LTE</b> (Long Term Evolution)	A step towards the 4 <sup>th</sup> generation wireless technology (4G) designed to increase the capacity and speed of mobile phone networks
<b>M&amp;A</b> (Mergers And Acquisitions)	Mergers and Acquisitions
<b>MIP Cancun</b> (Marché International des Programmes de Cancun)	Mexican contents market
<b>MIPCOM</b> (Marché International des Programmes de Communication)	International television program fair
<b>MIPTV</b> (Marche International des Programmes de Television)	International video contents market
<b>MNO</b> (Mobile Network Operator)	Mobile Network Operator
<b>MOU</b> (Memorandum Of Understanding)	Memorandum Of Understanding
<b>MVNO</b> (Mobile Virtual Network Operator)	Mobile Virtual Network Operator
<b>O2O</b> (Online to Offline)	Online to Offline
<b>OECD</b> (Organization for Economic Cooperation and Development)	Organization for Economic Cooperation and Development)
<b>OS</b> (Operating System)	Operating System
<b>OTT</b> (Over The Top)	A service that provides media contents such as broadcast programs and movies through the open internet
<b>P2P</b> (Peer to Peer)	Peer to peer communications network
<b>PC</b> (Personal Computer)	Personal Computer
<b>PCM</b> (Premium Commercial Message)	Premium Commercial Message
<b>PD</b> (Producer)	Producer

Acronyms	Description
<b>PP</b> (Program Provider)	Program Provider
<b>Q&amp;A</b> (Question and Answer)	Question and Answer
<b>R&amp;D</b> (Research and Development)	Research and Development
<b>RO</b> (Relay Operator)	Relay Operator
<b>RTUK</b> (Radio and Television Supreme Council)	Turkey Radio and Television Supreme Council
<b>SNS</b> (Social Network Service)	Social Network Service
<b>SO</b> (System Operator)	System Operator
<b>SOM</b> (Senior Officials' Meeting)	Senior Officials' Meeting
<b>SW</b> (Software)	One or more computer programs for a specific purpose stored on a storage device
<b>SWZD</b> (Spice Works Ziff Davis)	A global online market that connects buyers and sellers across industries such as IT, marketing, HR, finance, etc.
<b>TF</b> (Task Force)	A temporary organization established separately from the existing department for the purpose of achieving a business plan
<b>TV</b> (Television)	Television
<b>UCC</b> (User Created Contents)	User-created contents, such as videos, articles and photos, etc.
<b>UHD</b> (Ultra High Definition)	Ultra High Definition
<b>UI</b> (User Interface)	A physical or virtual medium created to allow temporary or permanent access for communication between objects or systems, especially machines and computer programs, etc.
<b>URL</b> (Uniform Resource Locator)	A protocol for locating resources on networks
<b>US</b> (United States of America)	United States of America
<b>USIM</b> (Universal Subscriber Identity Module)	An IC card with the subscriber identification module
<b>UX</b> (User Experience)	The total experience of users, such as what they feel and think about, when using a system, product or service directly or indirectly
<b>VOD</b> (Video on Demand)	A video service business that provides video-based services through telephone lines or cables
<b>VR</b> (Virtual Reality)	A specific environment or situation created by artificial technology using computers, etc. to make it similar to reality or the technology itself
<b>Wi-Fi</b> (Wireless Fidelity)	A technology that enables electronic devices to connect to WLAN

## 5. Status of the Broadcasting and Communications Industry by Sector

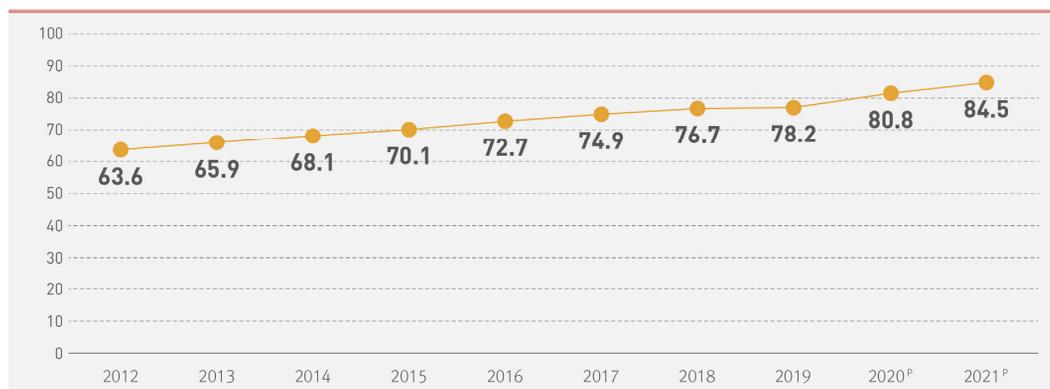
### Total Sales in the Broadcasting and Communications Industry

(Unit: KRW trillion)



### Broadcasting and Communications Service Sales

(Unit: KRW trillion)



### Broadcasting and Communications Devices Sales

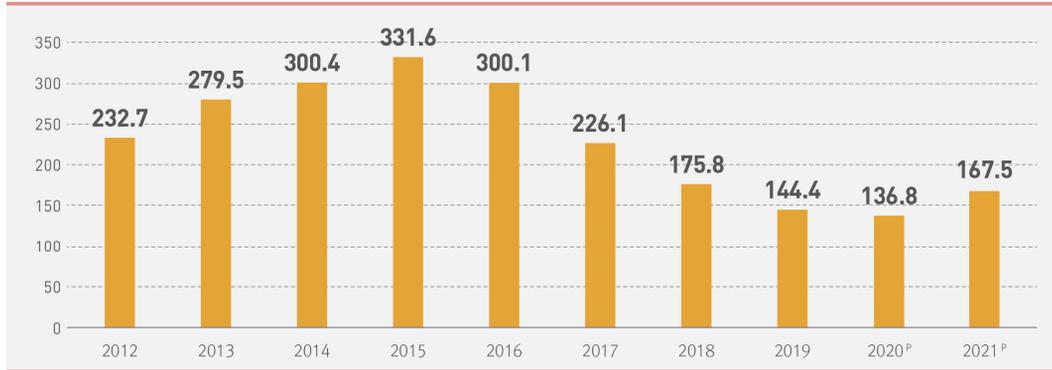
(Unit: KRW trillion)



Note) P : Preliminary, E : Estimate, Broadcasting and communications services refer to communication, broadcast and information services  
 Source) Monthly survey of Information & Communication Technology Statistics, Ministry of Science and ICT, 2021

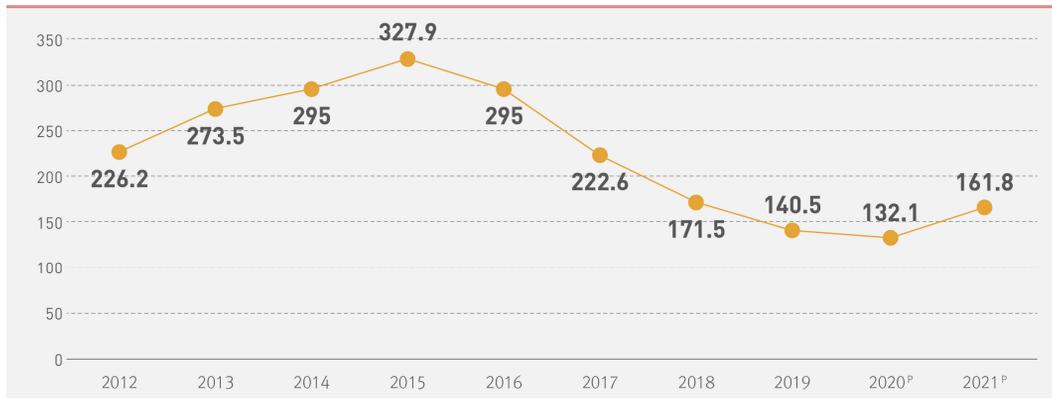
Broadcasting and Communications Devices Exports

(Unit: USD 100 million)



Communications Devices Exports

(Unit: USD 100 million)



Broadcasting Devices Exports

(Unit: USD 100 million)



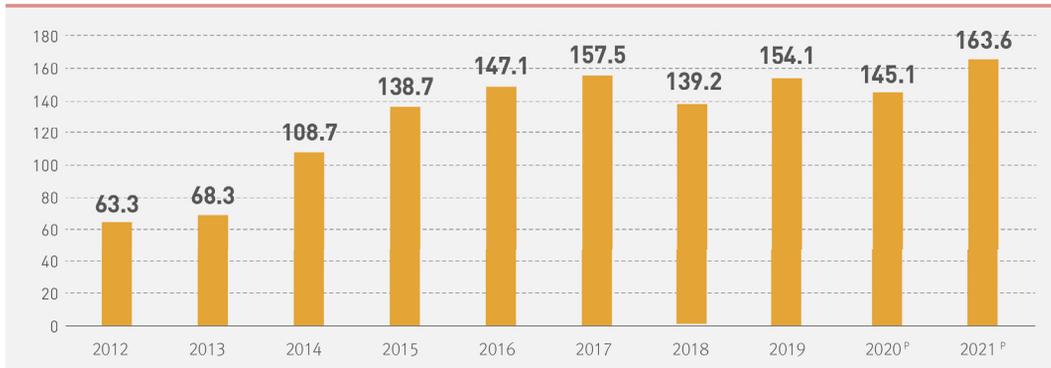
Note) P : Preliminary

Source) Monthly Survey of Information & Communication Technology Statistics, Ministry of Science and ICT, 2021

5. Status of the Broadcasting and Communications Industry by Sector

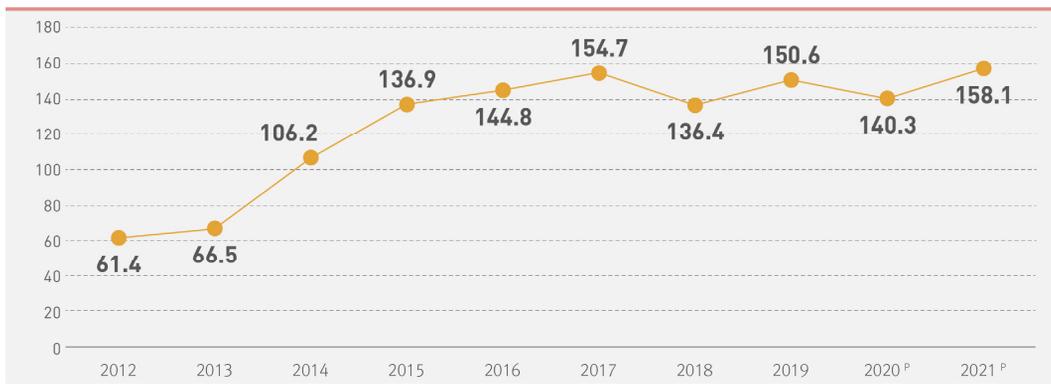
Broadcasting and Communications Devices Imports

(Unit: USD 100 million)



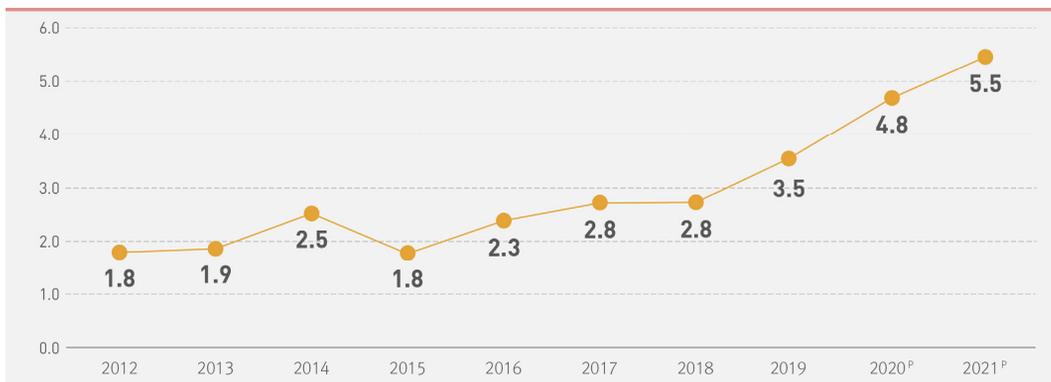
Communications Devices Imports

(Unit: USD 100 million)



Broadcasting Devices Imports

(Unit: USD 100 million)

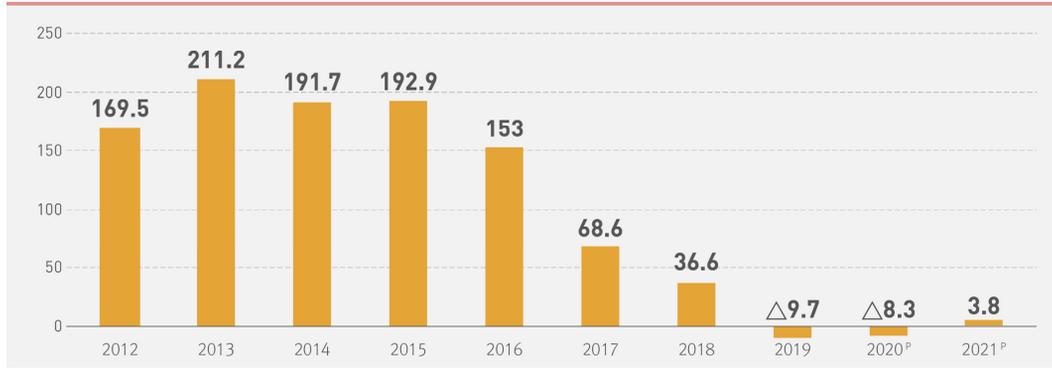


Note) P : Preliminary

Source) Monthly survey of Information & Communication Technology Statistics, Ministry of Science and ICT, 2021

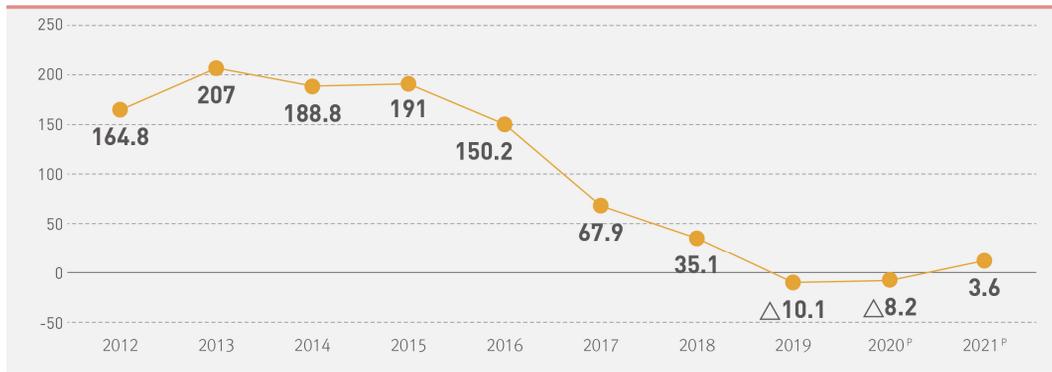
Broadcasting and Communications Devices Trade Balance

(Unit: USD 100 million)



Communications Devices Trade Balance

(Unit: USD 100 million)



Broadcasting Devices Trade Balance

(Unit: USD 100 million)



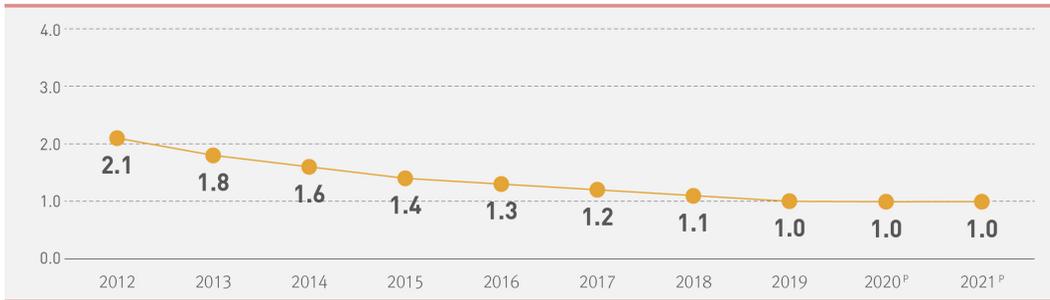
Note) P : Preliminary

Source) Monthly survey of Information & Communication Technology Statistics, Ministry of Science and ICT, 2021

## 5. Status of the Broadcasting and Communications Industry by Sector

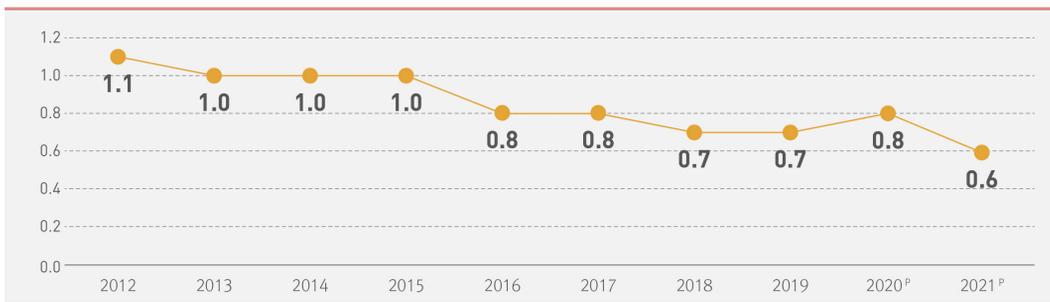
### Local Telephone Service Sales

(Unit: KRW trillion)



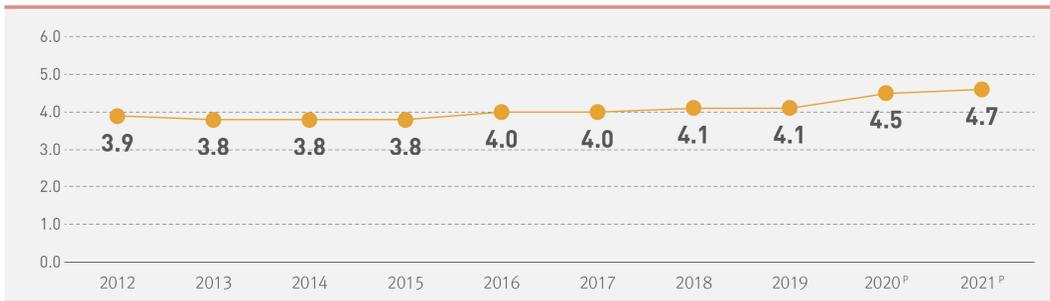
### Internet Telephone Service Sales

(Unit: KRW trillion)



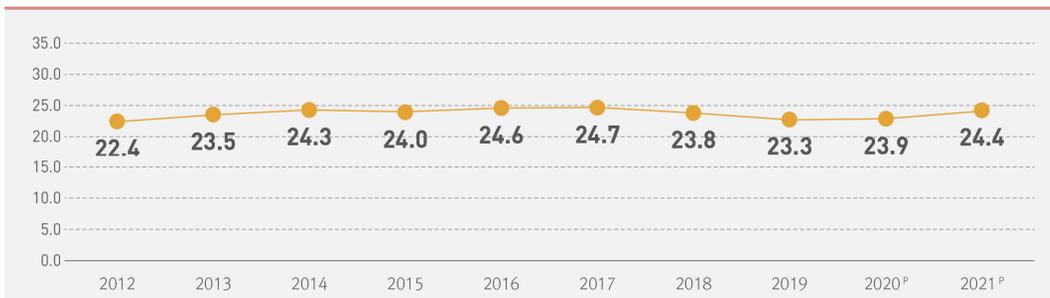
### Broadband Internet Service Sales

(Unit: KRW trillion)



### Mobile Communications Service Sales

(Unit: KRW trillion)

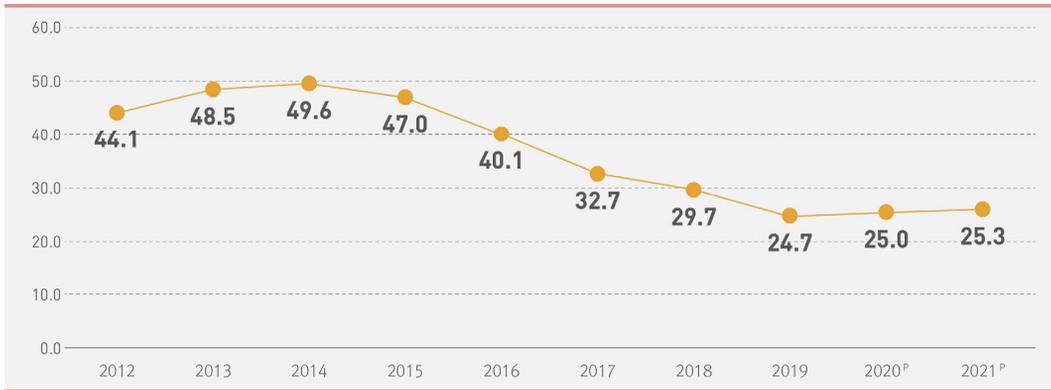


Note) P : Preliminary, E : Estimate

Source) Monthly survey of Information & Communication Technology Statistics, Ministry of Science and ICT, 2021

Mobile Terminal Device Production

(Unit: KRW trillion)



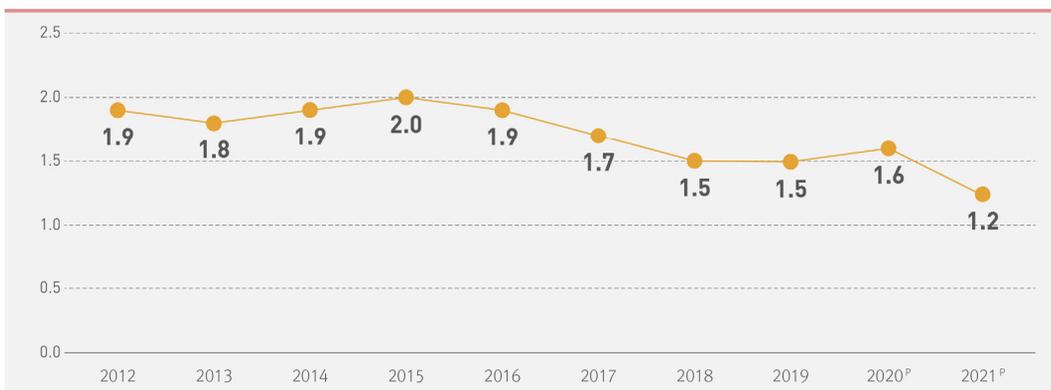
DTV Production

(Unit: KRW trillion)



Set-Top Box Production

(Unit: KRW trillion)



Note) P : Preliminary, E : Estimate

Source) Monthly survey of Information & Communication Technology Statistics, Ministry of Science and ICT, 2021

## 5. Status of the Broadcasting and Communications Industry by Sector

### Number of Mobile Subscribers

(Unit: 1,000 persons)



### Number of Local Telephone Subscribers

(Unit: 1,000 persons)



Note) As of Dec. of each year, mobile phone includes tablet PC, wireless data modem and M2M, etc.

Source) Ministry of Science and ICT, 2021

## 2021 Korea Communications Commission Annual Report

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